

The AUTHOR & JOURNALIST

MAY 17 1933

OPPORTUNITY AND THE SLICKS

By FRANK CLAY CROSS

SMILING, THE BOY FELL DEAD

By SEWELL PEASLEE WRIGHT

THE SEX-STORY MARKETS

By JOSEPH LICHTBLAU

SIGNS ALONG THE WAY

By JOSEPH B. FOX

WHEN THE EDITOR DIGS

By FRANK V. FAULHABER

QUARTERLY

HANDY MARKET LIST

All the Magazines—What they Buy—
What they Pay

Literary Market Tips
Prize Contests Trade Journal Dept.



DECEMBER

20¢

THE AUTHOR & JOURNALIST . . .

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THE FOLLOWING communication from Carson W. Mowre, executive editor of the Dell Publishing Company magazines, is significant:

"Dell Publishing Company, Inc., announces that hereafter it will purchase first American serial rights only, with the understanding that they be consulted in the sale of second American serial rights.

"Where second American serial rights are offered to competing magazines, this procedure will be terminated with that particular author."

In the compilation of rights purchased by various magazine companies, which appeared in our November issue, the Dell Company was quoted as buying "all rights," though releasing secondary rights when requested. The subsequent announcement of a definite policy of fairness to authors is a vindication of the position taken by THE AUTHOR & JOURNALIST. We believe that it will not be long until every publishing house which desires to sustain a reputation for fair dealing with authors, will inaugurate a similar policy.

The Dell Company is logically within its rights in requiring that authors shall not sell second rights to competing publishers. The reprint magazine offers unfair competition both to other magazines which pay for original material, and to writers.

The present Dell magazines consist of *All Western*, *All Detective*, *Film Fun*, *Modern Romances*, *War Birds*, *Sweetheart Stories*, *Radio Stars*, and *Ballyhoo*.

Other magazines and magazine groups in the pulp-paper and allied fields which now can be listed as buying only First American serial rights, are as follows: *Adventure*; Magazine Publishers, Inc.; *Popular Publications*; *Real Detective*; and *Shade Publishing Co.* Those buying First American Serial Rights, but in some cases requiring also foreign rights for

their foreign editions include: *Black Mask*, Doubleday, Doran & Co. and Futura Publications. This does not include the general literary and women's magazines, which for the most part are fair to the authors in this respect, and may not include all of the pulp-paper periodicals. Some of the latter have failed to furnish us with information requested on this important matter, and some are fair to the extent that they buy all rights but release second-serial, motion-picture, and other rights on request.

UNSOUND CONDITIONS, resulting from the low-priced magazine trend, are blamed for the retirement of Fiction House, Inc., from the pulp-paper publishing field. It will be recalled that following the death of J. B. Kelly, active head of the organization, last April, the announcement was made that the magazines would be dropped. They continued to appear, notwithstanding, for several months. The discontinuance of the group, however, is now official. The following statement was issued early in November by the surviving partner, Mr. Glenister:

"The Fiction House magazines will suspend publication temporarily with the December issues, and our market for manuscripts will be closed until further notice. We feel that this step is necessary at this time in justice to ourselves, our contributors and to the others who have cooperated with us in the establishment of a successful publishing enterprise.

"The influx of lower priced magazines and the financial cheapening of product has created a market situation which is unsound and cannot continue. Drastic shearing of authors' rates, inferior paper, and manufacturing savings are, at best, only temporary answers to the problem. A reduction in magazine price is no better solution.

"Under those conditions we are best advised to sit on the sidelines until the magazine situation has righted itself.

"It is not easy to sever, even temporarily, the bonds of business friendship that have been created in the eleven-year history of Fiction House. The writers who helped in the building of our organization are more than mere names to us, and shall so continue to be. When the time comes that it is once more possible to publish magazines on a common-sense basis, we hope we shall be able to call on them again for their cooperation.

"J. W. GLENISTER,
"President, Fiction House, Inc."

News from the magazine front is not altogether discouraging, despite the dropping of Fiction House magazines, of the Fawcett periodicals, *Triple-X-Western* and *Battle Stories*, of Sam Bierman's *Popular Fiction*, of Clayton's *Strange Tales* and *Astounding Stories*, and various others. For each magazine dropped, a new one has sprung up. The newcomers, for the most part, are appealing to the public through a 10-cent price—even 5-centers are trying their luck.

If the 10-cent and 5-cent prices are economically unsound the publishers will not be long in discovering the fact. In that case, as Mr. Glenister suggests, the magazine situation will right itself.

In the meantime, there are indications that the magazine market is righting itself all down the line. The "slick-paper" periodicals, which have offered scarcely any market because they had plenty of usable material in their files, have largely exhausted this reserve supply and are being compelled to resume buying. It is rumored that the Clayton magazines will return to a payment-on-acceptance basis within a very few months. Things are on the mend.

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OPPORTUNITY AND THE SLICKS

... By FRANK CLAY CROSS

Associate editor of The Author & Journalist, contributor to American Mercury, Forum, Good Housekeeping, Ladies' Home Journal, Country Home and many other magazines.



Frank Clay Cross

WHENEVER two writers have come together, since the depression began to disturb the magazine industry, the ensuing conversation, nine times out of ten, has had to do with unstable conditions and future prospects in the manuscript market. Rumors, some agreeable but most of them pretty gloomy, have been

passed along, gaining details as they went and often suffering strange metamorphoses.

One of the most depressing rumors to come into recent prominence has been that the big slick paper magazines have ceased buying manuscripts of any kind, except through literary agents, implying, of course, that the market has narrowed down almost exclusively to well established professional writers. The staff of THE AUTHOR & JOURNALIST did not at any time give credence to this rumor, which became so strong, nevertheless, that there seemed no way to stop it, except by one of our number making a trip to New York City to interview the editors personally. I have just returned from this trip.

My investigation, which led me into virtually every large magazine office in New York, enables me to say with authority that the rumor is utterly unfounded. Quite to the contrary, I discovered that most of the large magazines are eagerly looking for new writers who can deliver grade-A stories and articles, and whose prices are not as high as those of the old established writers.

As an example of the replies which the editors gave me when I mentioned the rumor re-

garding literary agents, Mrs. Mabel Harding, who helps to edit *The American*, told me that the staff readers of that magazine have very recently received specific orders "to cull the slush," which is merely a way of saying that they have been ordered to consider carefully every manuscript that comes in.

"Of course we're not buying a great deal," she said. "No magazine is, right now. But we're certainly on the lookout for new writers."

The statement has been made repeatedly by writers who are thoroughly familiar with conditions in magazine offices, that there will never be a time, so long as competition prevails in the publishing business, when editors can close their eyes to the work of new writers. No editor who really belongs in his profession ever succeeds in filling his magazine with stories and articles as good as he wishes they might be. Established writers cannot possibly supply the demand for superior literary material. As a result the best editors must be constantly on the alert for capable new writers, regardless of economic conditions.

I talked for perhaps an hour with Charles Angoff, managing editor of *The American Mercury*, which is one of the most difficult magazines to attain in the country, from the author's point of view. Many beginners come to the conclusion that it is practically useless for them to strive for such a select market. How can they hope to achieve the *Mercury's* standard when even professional writers must give their best to meet its requirements?

"Lord knows," Mr. Angoff told me, "we wish we could offer a better fare to our readers. The best manuscripts on the market aren't anything to crow about a good deal of the time. We're always hoping to turn up a new writer who can rise above the general level."

This feeling dominates in the editorial offices of every progressive magazine, and anyone who is familiar with these offices and with what goes on inside them, knows it to be so.

I found the same attitude prevailing among the editors of all the Crowell publications (*American, Woman's Home Companion, Collier's, and Country Home*), of *Harper's, Forum, Liberty*, and various others.

My denial of the rumor that the big magazines are refusing to consider any material which doesn't come through the literary agencies handling the work of better-established writers, is based not only on my interviews with the editors, but also on a talk with Will Irwin, who is certainly one of the best-informed writers in the country on subjects of this character. His wife, Inez Haynes Irwin, is the present of the Authors' League of America, and he, himself, is very active in the League and in various other writers' organizations.

I went to lunch with Irwin at a New York club, which is one of the foremost meeting-places of well-known authors, and we talked about present conditions in the writing profession at length. He did not attempt to deny that conditions are far from normal, and that all levels of the profession are having their difficulties.

"The depression, however, hasn't hit equally hard all along the line," he said. "Some writers have suffered much more than others. We made a survey just recently, here in New York, and we found that the worst sufferers have been the writers who were pretty well established a few years ago, with incomes of five or ten thousand dollars a year. The top-notchers, for whose work there is a real demand, haven't suffered so much, and neither have the minor professionals who turn out good work at moderate prices. As a matter of fact, it seems to be a pretty fair time for the writer who is just beginning to get his feet planted in the profession."

I am absolutely confident that Irwin's views are accurate. The demand for manuscripts is not active at the present time in any market, but nevertheless there are opportunities for the beginner and the minor professional which are going to produce a new group of topnotchers among the magazine contributors of the next decade. The alert and industrious writer who gets himself established now, will come up with the tide.

My conclusions in this article are not based on imaginary premises. As I have already said, they are based on my conversations with editors and with one of the best-informed writers in the profession. More, too, they are based on

my conversations and correspondence with a very wide range of minor professionals and beginners.

◆ WITH respect to the writing of articles, which is my particular province, I believe that the time is particularly propitious for non-fiction writers outside of the great metropolitan areas. There are proportionately very few competent article-writers outside the great cities, but the general magazines cannot limit their articles to the metropolitan subjects with which these writers are familiar. They must consider the entire country. To get articles from the lesser cities and rural sections of the country, they must either find writers in those communities or send out writers from the city. Naturally the latter expedient is expensive, and in these times every magazine is striving to cut down expenses.

During my sojourn in New York, I entered an agreement with a magazine of vast circulation, to cover the entire territory west of the Mississippi as best I can for articles to appear in it. I told the editor that I was somewhat flabbergasted to be offered such a remarkable opportunity in these days of depression, and he countered by saying, "Well, don't think that the good luck is all on your side, Mr. Cross. We're mighty happy to find somebody out in your country who can handle the grade of article that we demand."

And just today, I've had a letter from the editor of one of the great "quality" magazines, accepting an article, and asking me very earnestly to suggest other ideas for articles which I might write for him. He states that he has found it so difficult to get acceptable material of the kind which I submitted, that he had almost abandoned hopes of getting it.

And day before yesterday another letter arrived, asking me for an article which I have had to decline to write because of the limitations on my time.

These experiences of mine are not unique. They are coming to many writers of my acquaintance who are on the job. I mention them for the encouragement they may offer to writers who wonder whether the effort to crash the slicks is really worth while.

Yes, times are hard all right, but the writer who is spending his time over his typewriter, instead of commiserating about them with the man next door, isn't finding so much to complain about.



A word is not a crystal, transparent and unchanged; it is the skin of a living thought and may vary greatly in color and content according to the circumstances and time in which it is used.

—JUSTICE HOLMES.

SMILING, THE BOY FELL DEAD

. . By SEWELL PEASLEE WRIGHT



Sewell Peaslee Wright

I OWE the title to my brother, who doesn't write, but who does read a great deal.

"That, my son," he commented on a story of mine, not so long ago, "is the real McCoy. It has one of these 'smiling-the-boy-fell-dead' endings."

Naturally, that brought on questioning, a train of thought regarding

that subject of tremendous importance to all writers: the ending of the story.

Maybe you find no difficulty in ending your stories; if so, read no further, and devote the time you'd waste in reading this to the giving of heartfelt thanks. Most writers, however, do have a sweet time winding up a yarn, if I am to judge by the number of tyros who tell me they never can tell where to end their stories.

Probably there isn't a thing new in all that I'm going to say; but then, my previous articles in this magazine were no more than efforts to put down in black and white some things that we've all been more or less conscious of, and since those previous articles seemed to meet with some measure of approval from the craft, this similar screed may be as fortunate.

First, I'll get this smiling-the-boy-fell-dead ending off my mind. It's a type I like, but do not frequently use—perhaps because it is difficult to do well.

The name itself comes from those highly dramatic lines at the end of a poem which used to be in all the readers; I've forgotten the name of the thing, and I probably never did know who wrote it. But the poem deals with a dispatch-rider who brings important news, through a hail of fire, to his emperor. He is wounded, but this the emperor does not discern until the message is delivered. Then the conversation goes like this (or something like this!) the emperor speaking first:

"You're wounded!"

"Nay—killed, sire!"

* * * *

Smiling, the boy fell dead.

It's just another name for the O. Henry or surprise ending—but a somewhat more descriptive term, it seems to me. And it points clearly the two great elements of the successful surprise ending: that the ending be so logical and well-planted that no tedious explanation is needed, that the twisting is done quickly and surely, and the story is ended while the reader is still startled from the shock.

The next time you essay what you think is a surprise ending, see if it answers the specifications of the smiling-the-boy-fell-dead formula. If it does, the ending is all it should be.

◆ THERE'S another type of ending which I like very much indeed, but which shouldn't be overdone, as its effectiveness depends quite largely upon its novelty. My term for it is the Pick-up ending—and let me hasten to explain the term before you misunderstand me.

This kind of ending is planted at the very beginning of the story; I can explain it best by an example:

There are two doors in the camp of Pierre Labec, although it is a small camp, and a poor one, built of unpeeled logs and thatched with brush and muck.

Two doors; one at the gable end, facing the lake, as would be expected, the other in the side, facing the gloomy bush.

That's the opening of the story (or would be, were the story ever written!) and the story itself would be the recounting of the reasons for a second and unused door in such a small camp far back in the bush.

And after we had told our story, we would pick up our opening paragraphs, change them very little, or perhaps not at all:

There are two doors in the camp of Pierre Labec; one in the gable end facing the lake.

The other faces the bush, and is cut in the side of the camp. It is locked by a stout and rusty padlock—and the memories of Pierre.

And if neither of these appeals to you, I have another good form to try: the Query ending:

You know this one well; you've used it frequently, and will continue to do so as long as you write. But if you'll just learn to recognize it when you see it, perhaps you'll put snap into the ending of many a story which otherwise would stop merely because it lost momentum—and there's nothing which leaves quite so fuzzy a taste in an editor's mouth.

The query ending is nearly explained by the term itself; it's the ending which comes on a rising inflection. In a simple love story, it might go something like this:

Peter came close to her, but still he did not dare seek her eyes. The silence beat down on him unmercifully.

At last Peter cleared his throat.

"Flo . . . I want you to understand . . . that I know I was a fool. A ghastly fool. I've given up every right to . . ." He turned his head away, jerkily.

"Good-bye," he choked. "I'm leaving . . . for somewhere . . ."

Flo smiled at him, her eyes filled with the understanding which God gave women that they might live with men.

"Aren't you going to kiss me . . . and tell me you love me . . . before you go?" she asked softly.

And that's the end. We don't say a word about how a startled light sprang into Peter's eyes; or how he swung around and stared at her unbelievably. We don't record that he said, "You mean—oh, my darling! After everything, you—Flo!"

No, sir! That's all omitted, for the reader to supply for himself. And what's the result? As the reader's eyes lift from the last recorded lines, he fills in that last scene to suit himself; does a better job of it, to his mind, than you could possibly do. You've suggested what's going to happen, and he makes it happen.

And since he does make it happen in his own mind, he says (or *she* says) "Swell story!" and maybe writes the editor about it—and you know *that* never hurt any writer.

◆ ONE more, and then you can get back to work. We'll wind up with the good old reliable, thematic ending.

That's my term for it; persons who know all about the science of short-story writing, and can tell you just how to do it, may have a much better name. But I'm writing this.

Every story, the sharks tell us, has a theme; something like "Honesty is the best policy," "Blood will tell," or "A burnt child fears the fire." The thematic ending states the theme of the story after it has proved its point—and it doesn't work out as poorly as it sounds.

As an illustration, I'll use the ending of a story of my own, which appeared in *Cosmopolitan* last spring. Pardon the use of my own work, but it happens to be a very good example of the point I'm going to try to make.

The story, "Steel," deals with the son of a hard-boiled army officer. Jason, the son, is a quiet, musically-inclined individual, and his father cannot understand why the seed of his loins should prefer a banjo to a Springfield, or a score of music to a firing problem.

The father growls that a man should have iron in him; iron's the stuff, he claims; iron and guts. (Intestinal fortitude to you.) The mother defends Jason, but without a great deal of success.

Well, in the end, Jason comes through a trying ordeal which the old officer's shining example of guts and iron flunked. And the mother at the very end says, "Steel . . . steel is a finer thing than iron, Jason." And that, you see, is the theme of our story.

It's a great deal better, if you simply *must* state your theme, to state it at the end rather than to use the old, old type of opening which starts off, "Women are strange creatures. Strange indeed. Creatures of emotion and instinct, utterly without logic. I remember . . ." and so on.

The thematic ending, cleverly handled, neatly points a story; try it sometime, and see what happens!



THE CRITICS

. . . By BESS ELLEN SAMUEL

WHEN first she wrote her poem thus,
They told her 'twas too obvious:

*O little house beside yon spring,
I'd give to you most anything,
If you could bring again to me,
The happy days that used to be.*

But back to prose they drove her straight,
When this they said was too ornate:

*O symbol now, of poignant pain,
Would you for hostage or for gain,
Restore to me that pristine peace
That to my spirit brought surcease?*

The Sex-Story Markets

... By JOSEPH LICHTBLAU



Joseph Lichtblau

I HAVE sold more than 300 sex stories since 1928. In many issues of sex-story magazines my stories have appeared, under various pseudonyms, at the rate of from one to four per issue. I have found these magazines fair pay—but only because I kept in close touch with them and was constantly aware of

changes, and was close to them locally, as a rule.

Speaking generally, I may say that the writer who is on the ground, and who keeps a sharp eye open for changes in editorship, discontinued sex-story publications, etc., can hope to earn a fair income from sex stories. The author, however, who is not aware of the gambling nature of submitting such yarns to these magazines, may expect continual disappointment.

I take it that quite a lot of you have read sex-story magazines, and are therefore familiar with them. I won't go into details about their editorial demands; you will find such requirements listed in the Handy Market List of THE AUTHOR & JOURNALIST and in frequent market notes.

My purpose in this article is to give the "low-down" on sex-story markets today. By the time this is in print, even my latest information may be obsolete, so quickly do sex-story markets change. Of all types of stories, this particular type is the least dependable. A sex magazine may be on the stands this month, you may be anticipating a check for a published yarn in the book—and then, like a bolt from the blue, the publishers become bankrupt and you can whistle for your money. The mortality in sex books as compared with other magazines, is probably the highest; I have been left holding the bag because of the failure of so many of these periodicals that I grin wryly whenever I submit a new offering to the latest newcomer in the sex-story field. For example, early this year, Follywood Publications, Inc., and Narvel

Publishing Co., both at 305 E. 46th St., New York, including *French Follies*, *Hollywood Nights*, *Broadway Nights*, *Pep Stories*, *Spicy Stories*, "went busted," and I received no payment for four of my masterpieces published in four of those magazines. And the failure of *Nifty Stories*, *Real Smart* and *Lively Stories* previous to that, left scores of other writers tearing their hair because they had contributed to their sorrow.

Still, since there are several dependable sex-story markets in existence, and in view of the current depression, writers who are looking for new outlets for fiction may well give heed to today's sex-story markets. True, the average rate of payment is low—from the \$6 per story paid by *Ten Story Book*, to the 1 cent a word of the Young Publications—but if you pound out a flock of sex stories with a shrewd eye on all available markets, you may be agreeably surprised at the neat income you may earn in this field. The experienced contributors whose names you see regularly in sex magazines average \$2000 to \$5000 a year.

I will list only those sex books here which at the present time I consider reliable or fairly reliable. They have been thoroughly investigated and checked to date:

The Young Publications, 1071 6th Ave., New York, include *Young's Magazine* and *Breezy Stories*. Edited by Cashel Pomeroy for over 20 years, both books have a very high standard. No cheap, spicy trash goes in this market. Real literary quality is demanded by Mr. Pomeroy. While several authors report that stories are now being held for a long time without a decision, and that payment seems to be practically on publication, I was assured by Mr. Pomeroy's secretary that both books are still maintaining the old policy of payment on acceptance. Still, I submitted a story for a client to *Young's* in March this year, and only received payment and an acceptance for it in September—so it would seem that the Young Publications are not quite as prompt in reporting on material as in the past—their old policy being a decision and payment within a week.

Ten Story Book, 529 S. Clark St., Chicago, is a darned good market for any iconoclastic sex story you can't dispose of elsewhere. Despite the low price per story, believe it or not, I am proud of every yarn I land with Harry Stephen Keeler, the editor, and writer of mystery novels for Dutton's. Famous authors have appeared in this magazine, and even today occasionally contribute to it. You are paid promptly on publication, though you may have to wait anywhere from three months to a year or more to see yourself in print. Postage money, anyway, those six bucks.

Snappy Magazine, edited by Alexander Samalman, has recently moved from 570 7th Ave. to 125 W. 45th St., New York, and is a fairly reliable sex book of the light, frivolous variety. It pays 1 cent a word on acceptance for brief yarns—but you never know whether your gem is accepted or not until you see it in print and receive a check from the publishers, so this appears to be practically a payment-on-publication market. The same publishing concern gets out *Snappy Stories*, a quarterly, so you have quite a good market here if you land. Both books are hard to "make"; their stories have in individual angle approximated rarely by other sex-story books. I would advise a bit of caution in submissions, however, since the failure of the Eastern Distributing Co. recently, as I haven't seen *Snappy Magazine* on the stands now for the last two months and it is reported that it may be issued as a quarterly, like *Snappy Stories*.

The Shade Publishing Co., 1008 W. York St., Philadelphia, now issues *Gayety* in addition to *Paris Nights*. The latter has for years been a highly reliable sex-story magazine, using shorts up to 3000 words only, and paying 1/2 cent a word on publication; French atmosphere preferred, though domestic yarns are used, too. *Gayety*, however, does not demand French atmosphere, and is practically the same as *Paris Nights* in content, with the same rate of payment. If you submit a story to either book and do not get it back within six months, you may consider it accepted. The editor doesn't notify you of an acceptance, and your first knowledge of it is when you receive the publisher's check in payment, or if you happen to see your stuff in print. For example, I submitted a yarn to *Paris Nights* in January this year—and it came out this month, November. Incidentally—and this is a bit of a joke—the same magazine refused this yarn twice before, so you see it pays to be persistent in submissions, since it would appear that editors sometimes fail to recognize stories they turn down and buy them later for some odd reason!

A report somehow gained currency last month to the effect that magazines issued by the Merwil Publishing Co., in moving to 702 Grand Central Bldg.,

480 Lexington Ave., New York, had passed to new editorship. I investigated, and was assured by Irving Donenfeld, executive of the concern, that this information has no foundation. Mrs. Merle W. Hersey continues as editor as formerly. The Merwil Publishing Company still issues *Gay Parisienne*, *Spicy Stories*, *Pep Stories* and *La Paree Stories*, and Mrs. Hersey edits them all. It is difficult to collect payment for published stories in these magazines, but I would advise reasonable latitude in submissions. The Donenfelds—Harry and Irving—are smart business men, and I believe they will make all four magazines pay eventually. They are trying hard to please authors; the impression I get from my contacts with them is that they have seen the fallacy of a to-hell-with-authors attitude, due to Mrs. Hersey's pleading as editor. As editor of four sex books, she needs the best yarns she can get—and she needs plenty. *Spicy Stories* and *Pep Stories* were acquired by the Donenfelds when Narvel Publishing Co., and Follywood Publications went out of business. Now, under the editorship of Mrs. Hersey, both books are doing well. Payment for published stories is around 1/2 cent a word. Being on the ground, I have collected for most of my published material. If you are willing to take a sporting chance, submit to Mrs. Hersey. Study all four periodicals beforehand, however, in order to slant accurately.

"Bill" Kofoed, an experienced editor, now runs *Gay Book Magazine* at 201 N. Broad St., Philadelphia, Pa. A new venture, *Gay Book Magazine* has been fully described in the market notes columns of THE AUTHOR & JOURNALIST. A sex story recently submitted to Mr. Kofoed was returned with the comment "too gross, sexually," so you can draw your opinions from this comment. Narrative Publishers, Inc., is the firm that will issue *Gay Book Magazine*.

Summing up, I will say positively that no other sex-story magazines than those listed in this article are worth consideration at this time. The sex story markets included are worth a try-out. They may bring you pleasing profit if you can make them. Good luck!

WHEN THE EDITOR DIGS

... By FRANK V. FAULHABER

IN many publication offices it is the practice of editors to pile manuscripts atop of one another, in filing boxes or drawers, with no special system other than that the segregated batch of manuscripts has been "accepted." And aren't editors human! Yes, they're just like you, me, and the next fellow. Friend editor may avail himself of the manuscripts as benefits individual inclination. He grabs from the top, even as you and I would do.

Now, if you write for pay on publication, and if you have placed some manuscripts over a length of time, and if the editor grabs conveniently from the ever-full box of manuscripts, it may be some time before your "beloved ones" see light.

Not long ago I got under the skin of an editor who had been holding some of my accepted material overlong. Several of the articles he had held for years. And right here let me insert that a certain pay-on-publication monthly has been holding some of my accepted articles for more than five and a half years. Is that a record?

But, to revert to the editor with whom I got down

to cases. I wrote to him that presumably it was his practice to use the articles nearest to hand, from the top of the box, of course. That some articles were down deep in the box, or pile, of manuscripts, and that the tendency was to use those which came in latest. He answered good-naturedly that I was right and that he was going to get right at it, cleaning out his boxes and files of articles. He agreed that some of the old stuff should be dug up and used first.

The result was that soon thereafter, and for the next several weeks—the publication being a weekly—many of my long-ago-accepted articles were used, one after the other. Friend editor also wrote me that henceforth he was going to give regular attention to the bottom manuscripts.

If there is a moral to this, and if you are patiently waiting for payment on publication for material, it is that you might benefit by occasionally giving the editor a kindly prod. Call his attention to the bottom of the pile!

Methinks editors may get a tip from this, too!

SIGNS ALONG THE WAY

... By JOSEPH B. FOX



Joseph B. Fox

THE older I get the more I write, and the more I write the more evident it becomes to me that many writers are like a chap I used to know up in the North country.

This lad, in the days B. G. R. (before good roads), undertook to drive from one town to another some one hundred and fifty miles distant. Not far, you say, but remember cars were not what they are today either.

At all events, this chap started out, and coming to a fork in the road that evening after dark, just took it for granted that one guess was as good as another. The result was a night spent on the open prairie, mosquitos ten thousand to the square foot, and a long hike next morning to a gas station.

Here he told his troubles to the attendant, asking the road to Edmonton.

"You're about fifty miles in the wrong direction. Didn't y' see the big signboard where the road forks?"

"Sure," answered the bright lad, "but I was in a hurry and didn't stop to read it."

He didn't stop to read it. "How stupid!" did I hear someone say?

He was. But what about the struggling young writer who sells, say, a few trade-paper articles, or one or two yarns to the fiction magazines, and who never takes the time and trouble to check—and double check—the carbon copy of the original writing with the printed article?

And then, in all probability, comes the day, unless the student happens to be a lot smarter than most of us, after he has made old mistakes over and over, when editors get tired fixing up sloppy copy. The stuff comes back, and the writer wonders why. He used to hit this or that market quite often.

Let's get personal.

When I began to write, a great many years ago, I was very fortunate to contact Mr. Parsons, then editor of the *American Druggist*. He sent back my first effusion accompanied by

a letter that burned me up and knocked me cold. In effect he said that my stuff was *terrible*; it was carelessly written, and about the worst he had had the misfortune to see in all his many years as editor. BUT—near the end, he asked me to send him something he could use, because he was sure I knew the subject I had chosen.

Result—I *never missed* that particular market again as long as I contributed material to it. . . . and, I still believe this was largely due to the circumstance that I *carefully* compared carbon copies with subsequent printed articles, noted where they had been changed, and figured out *why*!

◆ I HAVE followed this method ever since, until, although I am still far from perfect, I can tell you offhand this editor's weakness, and that editor's pet taboo, and the other editor's make-up, or peculiarities in slang, spelling, and many other editorial idiosyncrasies too numerous to mention.

What of it?

Well, in the first place it means more sales. Editors generally have something other to do than to correct misspelled words, insert commas, recast clumsy sentences, and so on. If two yarns happened in of about equal merit—one carefully prepared, the other sloppy—what would you do, if you were an editor? Certainly you would. So do the editors.

Yeah, I know that old bushwah about editors clamoring for new blood and new stories, and all the rest of it. They'll even buy it on butcher's paper, written in lead pencil—if it's good enough. Granted. However, the sad and indisputable fact remains that an editor can pretty well tell the quality of a manuscript by the manner in which it is dressed.

Your modern successful writer does not use butcher's paper. He uses a good rag bond. Nor does he send in a yarn written with lead pencil. He keeps his typewriter clean, and when it begins to wear out, he manages, somehow or other, to buy another.

Sloppy methods of preparing copy generally mean sloppy writing. "Oh, I just dashed it off before lunch," says he. You don't have to be told. It *reads like it*. The man, or woman, who doesn't think enough of his brain children to dress them respectably when they are going on a visit, should not feel offended when they are sent home without apology.

◆ WITHIN the past year or so I have had striking proof that it pays to read the signs.

One of my friends, just starting up the steep grade, brought copy to me for suggestion and correction. Despite the fact that his stuff was pretty bad, he had managed to squeeze into one or two trade papers, and knowing several subjects fairly well, prospects for additional sales looked promising. But the journals to which he was selling were pretty far down in the scale, as regards rate of payment.

Yet he had some good material. At my suggestion he began to read the signs. He found out where this paragraph had been chopped in half and that sentence made less awkward; in

fact, he discovered more editorial changes than he had dreamed possible.

He took more pains with subsequent stuff. What happened? Well, last month he sold to two of the tip-top trade journals in their respective fields of music and yachting—more than tripling the word rate over former payments for the same material—*undressed!*

I know what reading the signs has meant to me. It has been a liberal education in itself. And if selling fiction to the best pulps in the country, at two cents a word and better, against madly scribbling articles at less than a half-cent a word on publication, means anything, it means that reading the signs has surely paid this scrivener for his pains.



EDITORIAL

(Continued from Page 2)

THE AMERICAN FICTION GUILD, at its annual election held on November 1, elected the following officers, the voting having previously been held through mailed ballots:

President: Arthur J. Burks.

Vice-Presidents: Paul Chadwick, Albert R. Wetjen, Peggy Gaddis, Eugene Cunningham, Willard E. Hawkins, and Frank Tinsley.

Treasurer: Theodore Tinsley.

Secretary: Novell W. Page.

As a result of a meeting of the publishers' committee of the American Fiction Guild held in October, wide publicity was obtained for an editorial expressing the aims of the organization which was submitted to 12,500 newspapers through an exploitation service conducted by E. Hofer and Sons of Portland, Ore. The editorial pointed out that the Guild has undertaken an ambitious program for the improvement of the American fiction story. This program is designed to impress upon the public that the product of its members, as represented by the better publishers of all-fiction magazines, is wholesome, heroic, clean, and appeals to the highest ideals of American youth. It is the aim of the Guild to free the American home of the pernicious influence of sordid sex stories and of the gangster hero story. Clippings of the editorial have come to Guild headquarters from all sections of the country.

The editorial is to be followed up with other steps in the campaign. Publishers who have expressed their desire to cooperate with the Guild are expected to pay their share of the publicity expense. The publishers' committee of the Guild consists of Ed Bodin, chairman; Arthur J. Burks, Paul Chadwick, Theodore Tinsley, and Wallace R. Bamber.

Another important move by the American Fiction Guild this month was the engaging of an experienced copyright lawyer, Mr. J. J. Wildberg, to whom members may apply for legal advice on copyright, collections, etc. The Guild expects to launch a new membership drive and will be glad to explain its aims and purposes to writers who are eligible to join. Headquarters are at 178-80 Fifth Ave., New York.

● "WHY IS A CIGARETTE CONTEST," one of our readers, Mr. Winthrop E. Parkhurst, of Onawa, Maine, wants to know. "Why are the winning answers in the

Old Gold contest conducted last summer by P. Lorillard Co., Inc., so sedulously guarded? Attracted by the hotsy totsy prizes, which ranged from \$20,000 downward, I submitted a number of answers to the question: 'Why are Old Gold cigarettes so popular?' Failing to win so much as a booby prize, I wrote the Lorillard Company politely asking where the winning answers would be published. My perfectly natural request was curtly turned down. I then wrote to several of the chief prize winners, enclosing stamps for reply, explaining that as an unlucky entrant, I was naturally interested in the answers which had defeated me. Three of the five winners failed to reply; the other two refused to send copies of their winning answers, saying that the Lorillard Company had explicitly directed them not to do so. I have presented my case to the Lorillard Company, to two of its judges, and to five of the leading winners. No answer explaining anything has been accorded me. Perhaps some readers of THE AUTHOR & JOURNALIST can assist me."

● THE LAST WORD in inconsiderate handling of rejected manuscripts was experienced by a reader who sends as Exhibit A the wrapping in which his manuscript was returned to him. This wrapping consisted of the last page of the manuscript itself, stamped and addressed to him and sealed with a common sticker. "I had enclosed a self-addressed return envelope," the reader adds. The offending magazine was *Short Short Story Magazine* of Minneapolis, which is reported since to have been discontinued.

● ZANE GREY, the novelist, is perhaps the first of the writer clan to incorporate himself. The newly-organized Zane Grey, Inc., is a close corporation consisting chiefly of relatives, with a capital stock of \$3,500,000. The holding company will control Grey's stock in various enterprises as well as his American and European serial and film rights and current contracts with studios and publishers.

THE Nobel prize for literature, for 1932, has been awarded to John Galsworthy, British novelist and dramatist. Last year's prize was won by Erik A. Karfeldt of Sweden, the previous year's prize by Sinclair Lewis, the only American thus far so honored.

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS ♦ ♦ PUBLISHED QUARTERLY

DECEMBER, 1932

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2M-10, twice monthly, 10 cents a copy; W-15, weekly, 15 cents; Q, quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around ½ cent; low rates, under ½ cent. Ind. indicates indefinite rates. Inc. indicates that our data on payment is incomplete. Editor's name is given in most cases.

LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

Adventure, 161 6th Ave., New York. (2M-10) Adventure, Western, sea, foreign short-stories up to 7000, novelettes 15,000, serials, fillers, adventure articles, verse. A. A. Proctor. Good rates, Acc. (Only short-stories available at present.)

All Detective, 100 5th Ave., New York. (M-5) Action detective, lone-wolf short-stories 4000, short novelettes 8000. Carson W. Mowre. 1c, Acc.

All-Story, 280 Broadway, New York. (2M-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000 to 7000, novelettes up to 12,000, serials up to 40,000; rhymed verse. Amita Fairgrieve. Good rates, Acc.

All Western, 100 5th Ave., New York. (M-5) "Different," authentic Western short-stories 5000, novelettes 10,000, novels 20,000. Features, special articles on West, photos. No love interest. C. W. Mowre. Good rates, Acc.

American Magazine, The, 250 Park Ave., New York. (M-25) Short-stories 3500 to 5000, serials 45,000 to 60,000, illustrated personality sketches, 1000 to 1500, human-interest articles, dramatic stories of achievement 3500 to 5000. Summer N. Blossom. First-class rates, Acc.

American Mercury, The, 730 5th Ave., New York. (M-50) Sophisticated reviews, comment, essays; serious and political articles, short-stories, sketches, verse; high literary standard. H. L. Mencken. Good rates, Acc.

Argosy, 280 Broadway, New York. (W-10) Action fiction, all types except love or feminine lead, short-stories 1000 to 7000, novelettes 10,000 to 20,000, serials up to 60,000 (installments of 10,000), prose fillers 100 to 400. Don W. Moore. 1½c up, Acc.

Atlantic Monthly, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.

Battle Aces, 205 E. 42d St., New York. (M-20) Air-war short-stories 5000 to 10,000, novelettes up to 15,000. Harry Steeger. 1c up, Acc.

Battle Birds, 205 E. 42d St., New York. (M-10) Air-war short-stories 5000; novelettes up to 15,000. Harry Steeger. 1c up, Acc.

Black Mask, 578 Madison Ave., New York. (M-20) Detective, Western, Border, adventure short-stories 4000 to 6000, novelettes up to 15,000. Action and characterization emphasized. Joseph T. Shaw. Good rates, Acc.

Blade and Ledger, 510 N. Dearborn St., Chicago. (M-25) Romantic, adventure short-stories, small-town background, 1000 to 2500. Walter Gregg Alderton. 1 to 3c, Acc. (Overstocked.)

Blue Book, 230 Park Ave., New York. (M-15) Western, mystery, adventure, short-stories, novelettes. True-experience prize contests. Donald Kennicott. 2c up, Acc.

Breezy Stories, 1071 6th Ave., New York. (M-20) Sex short-stories, 2500 to 6000, novelettes 12,000 to 15,000; light verse. Cashel Pomeroy. 1c, verse 25c line, Acc.

Bunk, 155 E. 44th St., New York. (M-15) humorous articles, features, satire, 1500. F. Orlin Tremaine; C. S. Verral, art ed. 1c; humorous verse, 25c line; cartoons with gags, \$10, Acc.

Calgary Eye-Opener, 602 McKee Bldg., Minneapolis. (M-25) Brief humorous, boisterous material. Wilkie C. Mahoney. Gags, jokes, epigrams up to 150, \$2 up; verse up to 48 lines, 10 to 25c line; cartoon suggestions \$2 up, Acc.

Canadian Home Journal, 71 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials, articles of interest to Canadian women up to 2500. W. Dawson. Good rates, Acc.

Chatelaine, The, 143 University Ave., Toronto, Ont., Canada. (M-10) Articles of Canadian woman interest up to 2000, short-stories 3500 to 5000, 2 to 4-part serials. Byrne Hope Sanders. 1c up, Acc.

College Humor, 1050 N. La Salle St., Chicago. (M-25) Youthful modern short-stories up to 8000, novelettes, serials, general and sport articles, college-interest; sketches, jokes, humorous essays; gay verse, epigrams, art work. Patricia Reilly Foster. First-class rates, jokes \$1, verse about 50c line, Acc.

College Life, 570 7th Ave., New York. (M-25) Swift-moving, realistic short-stories, collegiate background, sex interest, 3000 to 6000; novelettes 9000, short-stories 1000, collegiate articles 1200, humorous 4 to 6 line verse, jokes, editorials 300. N. L. Pines. 1½c up, verse 10 to 20c line, jokes 35 to 50c, Acc.

Collier's, 250 Park Ave., New York. (M-5) Short-stories up to 5000, serials up to 60,000; articles on popular questions of the day 3500 to 5000, editorials, short short-stories. Wm. L. Cheney. First-class rates, Acc.

Columbia, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000, verse. John Donahue. 1 to 3c, Acc.

Complete Stories, 79 7th Ave., New York. (M-15) Adventure, Western short-stories, novelettes up to 50,000, verse. E. C. Richards. 1½ to 2c, Acc. (Overstocked.)

Cosmopolitan, 959 8th Ave., New York. (M-25) Short-stories 3000 to 6000; short-shorts 1000 to 1500; articles of national import, 2000 to 4000. Stocked up on serials. Harry Payne Burton. First-class rates, Acc.

Country Gentlemen, The, Independence Sq., Philadelphia. (M-5) Short-stories 3500 to 5000, serials, articles of interest to rural readers; humorous sketches, jokes, agricultural and household articles. Miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.

D. A. C. News, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous sketches up to 1500, verse. Chas. A. Hughes. First-class rates, Acc.

Daredevil Aces, 205 E. 42d St., New York. (M) Thrilling air short-stories 5000, novelettes 15,000. Harry Steeger. Good rates, Acc.

Delineator, 161 6th Ave., New York. (M-10) Dramatic, human short-stories 5000, serials, articles. Oscar Graeve. First-class rates, Acc.

Detective Fiction Weekly, 280 Broadway, New York. (W-10) Detective, crime, underworld, mystery short-stories 2000 to 8000, novelettes 12,000 to 20,000, serials. Fact stories of murder mysteries. Howard V. Bloomfield. 1½c up, Acc.

Detective Story Magazine, 79 7th Ave., New York. (2-M-15) Swift-moving action detective short-stories 2500 to 5000, novelettes 10,000 to 25,000, serials up to 80,000, 12,000-word installments, articles on crime, etc., 300 to 2500. F. E. Blackwell; Dorothy C. Hubbard, asst. 1c up, Acc. Mng. Ed. 1c up, Acc.

Dime Detective Magazine, 205 E. 42d St., New York. (M-10) Mystery and action short-stories 5000, novelettes 10,000 to 15,000. Harry Steeger. 1c up, Acc.

Dime Mystery Book, 205 E. 42d St., New York. (M-10) Book-length detective novels with conflict, menace, horror; brief, punchy short-stories. Rogers Terrill. 1c up, Acc.

Dime Western Magazine, 205 E. 42d St., New York. (M-10) Western short-stories 2000 to 6000, novelettes 10,000 to 25,000. Period stories. Minor girl interest. Rogers Terrill. 1c up, Acc.

Dream World, 1926 Broadway, New York. (M-15) First person confession type short-stories 5000, serials 25,000 to 50,000, verse, of love and romance. Helen J. Day. 2c, verse 50c line, Acc.

Elks Magazine, 50 E. 42d St., New York. (M-20) Articles, short-stories up to 5000, serials up to 50,000. Short short-stories. Joseph T. Fanning; Bruce McClure, Mng. Ed. First-class rates, Acc.

Farmer's Wife, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories, short serials, verse. F. W. Beckman, Mng. Ed. 1c up, Acc.

Film Fun, 100 5th Ave., New York. (M-20) Collegiate jokes, quips, epigrams up to 300, humorous verse. Lester Grady. Short text 3c word up; verse 50c up line; jokes, quips \$1.50 to \$3, Acc.

Foreign Service, Broadway at 34th St., Kansas City, Mo. (M) War short-stories up to 3000, short-stories of interest to A. E. F. veterans. Illustrations. Barney Yanofsky. 2c up, Acc.

Forum, 441 Lexington Ave., New York. (M-25) Controversial articles, essays, "first" short-stories 2000 to 3000, serials. Henry Goddard Leach. Good rates, Acc.

Gay Book Magazine, 201 N. Broad St., Philadelphia. (M) Sparkling, sophisticated, romantic short-stories 2500 to 5000, novelettes 10,000 to 15,000, brief, racy articles 1500 to 2500. Wm. H. Koloed. About 1c, Acc.

Golden Book Magazine, 55 5th Ave., New York. (M-25) Reprints, translations of stories of exceptional literary merit, fillers. Mrs. Frederica P. Field. 1c, \$1 for "boners of great men," Acc.

Good Housekeeping, 56th St. and 8th Ave., New York. (M-25) Young love short-stories up to 6000, serials, verse 3 to 4 stanzas. Overstocked on articles. W. F. Bigelow. First-class rates, Acc.

Harper's Bazaar, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases. Does not encourage contributions. Arthur H. Samuels. Good rates, Acc.

Harper's Magazine, 49 E. 33d St., New York. (M-40) Human interest articles, essays, short-stories 4000 to 7000, serials up to 60,000, verse, high literary standard. Lee F. Hartman. First-class rates, Acc.

Holland's, The Magazine of the South, Main and Race Sts., Dallas, Texas. (M-10) Articles of interest to South; short-stories 2500 to 5000, serials 30,000 to 80,000; verse up to 24 lines, children's stories. F. P. Holland. 1½c up, photos \$2 up, Acc.

Home Magazine, The, 55 5th Ave., New York. (M-10) Domestic and love short-stories 1000 to 2000, home service articles 1500, first-person true life dramas. 3c, Acc.

Hooey, Sexton Bldg., Minneapolis, Minn. (M-15) Sophisticated cartoons, ideas for cartoons. Jack Smalley, Cedric Adams. Good rates, Acc.

Household Magazine, 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories under 1000, also 2500 to 5000, serials 30,000 to 50,000, verse usually under 20 lines, hints. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.

Illustrated Detective Magazine, 55 5th Ave., New York. (M-10) Detective novelettes 12,000, short-stories 1500 to 3000; strong love interest desirable, short crime stories with photos. 3c, Acc.

Illustrated Love Magazine, 55 5th Ave., New York. (M-10) Love short-stories up to 4000, serials 25,000 to 30,000, articles on love and social problems of young people. Elsie K. Frank. 3c up, Acc.

Independent Woman, The, 1819 Broadway, New York. (M-15) Articles on business, professional women's problems, social and economic problems, 1200 to 2000, verse 2 to 5 stanzas. Winifred Willson. \$10 to \$35, verse \$2 or \$3, Acc.

Ladies' Home Journal, Independence Sq., Philadelphia. (M-10) Articles 750 to 3000; short-stories 1500 to 7000, serials, short lyric verse. Loring A. Schuler. First-class rates, Acc.

Liberty, Lincoln Square, New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000, timely human-interest articles. Wm. Maurice Flynn. First-class rates, Acc. Short-shorts under 2000, \$100 to \$500 each.

Life, 60 E. 42d St., New York. (M-15) Humor in verse, skits, sketches. Geo. T. Eggleston. First-class rates, topical paragraphs, \$2, Acc.

Love Mirror, 8 W. 40th St., New York. (M-10) Emotional love short-stories 3500 to 10,000, novelettes 20,000 to 30,000, love adventure or semi-confessional. Hope Hale. Good rates, Acc.

Love Story Magazine, 79 7th Ave., New York. (W-15) Thoroughly modern love short-stories 3500 to 5000, novelettes 7500; 2 to 4-part serials, installments 5000 to 8000; verse up to 16 lines. Miss Daisy Bacon. 1c up, Acc.

MacLean's Magazine, 143 University Ave., Toronto, Ont., Canada. (2-M-10) Articles on Canadian subjects, short-stories up to 5000, serials 30,000 to 65,000. H. Napier Moore. 1c up, Acc.

Master Detective, The, 1926 Broadway, New York. (M-15) True detective and crime stories, outstanding cases, illustrated by photos, with official by-line. John Shuttleworth. 1½c, extra for photos, Acc.

McCall's Magazine, 230 Park Ave., New York. (M-10) General and household interests; short-stories 2500 to 7000, serials. Otis L. Wiese. First-class rates, Acc.

Modern Romances, 100 5th Ave., New York. (M-10) True confession short-stories up to 5000; novelettes and serials by order. Lyon Mearson. 2c, Acc.

Mystery Novels Magazine, Garden City, N. Y. (Q-25) Detective, mystery novels, usually by arrangement. Harry E. Maule. Good rates, Acc.

National Geographic Magazine, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Authoritative human interest articles on geographic subjects with photos. Gilbert Grosvenor. First-class rates, Acc.

New Yorker, The, 25 W. 45th St., New York. (W-15) Short-stories, 400 to 2000; factual and biographical material up to 2500, verse. Good rates, Acc.

Parents' Magazine, The, 114 E. 32d St., New York. (M-25) Articles on family relationships, child care, etc., 2500 to 3000. Clara Savage Littledale. 1c up, Acc.; jokes, pointers for parents, receipts, parental problems, \$1, Pub.

Pennac, The, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly. 1½c, photos \$1 up, Acc. (Overstocked.)

Physical Culture, 1926 Broadway, New York. (M-15) Health articles, self-told adventures in health. Carl Easton Williams. Good rates, photos \$3 to \$5, Acc.

Pictorial Review, 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; action, drama, problem short-stories, novelettes, serials, verse. T. Von Ziekursch. First-class rates, Acc. (Overstocked.)

Radio Stars, 100 5th Ave., New York. (M) Humorous cartoons and gags on radio stars. Good rates, Acc.

Railroad Stories, 280 Broadway, New York. (M-15) Railroad, subway, "el," interurban electric line short-stories, novelettes, 1500 to 15,000. (Overstocked with fact articles, verse). Freeman H. Hubbard. 1½c up, Acc.

Real Detective, 1050 N. LaSalle St., Chicago. (M-25) True illustrated crime stories 1000 to 15,000; detective-mystery short-stories 1000 to 6000, novelettes 15,000 to 20,000. Edwin Baird. 1 to 2c, photos \$3, Acc.

Redbook, 230 Park Ave., New York. (M-25) Short-stories, serials, feature articles. Edwin Balmer. First-class rates, Acc.

Rexall Magazine, The, 43 Leon St., Boston. (M) Romantic confession short-stories 2500 to 3200; verse up to 8 lines. Marguerite Wettlin. 1c, Acc. (Overstocked.)

Rotarian, The, 211 W. Wacker Drive, Chicago. (M-25) Gripping, human-interest articles, essays, short-stories 1500 to 1800, verse. Emerson Gause. First-class rates, Acc.

Saturday Evening Post, The, Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000 to 5000, short-stories 5000 to 7000, serials up to 90,000; humorous verse, skits. Geo. Horace Lorimer. First-class rates, Acc.

Scribner's Magazine, 597 5th Ave., New York. (M-35) Critical and interpretive articles 1000 to 5000; short-stories up to 5000; novelettes 15,000 to 20,000; little verse. Alfred Dashiell. Good rates. (Overstocked.)

Shadow Magazine, The, 79 7th Ave., New York. (2M-10) Action detective short-stories 2500 to 6000. John L. Nanovic. 1c up, Acc.

Short Stories, Garden City, New York. (2-M-25) Adventure short-stories up to 6000, novelettes 10,000 to 12,000, complete novels 25,000 to 60,000, outdoor fillers 50 to 500. Harry E. Maul, Ed.; Dorothy McIlwraith, Mng. Ed. Good rates, Acc.

Sky Fighters, 122 E. 42d St., New York. (M-10) Air short-stories, novelettes. Wm. L. Mayer. 1c, Acc.

Smokehouse Monthly, 529 S. 7th St., Minneapolis, Minn. (M-25) Jokes, wisecracks, cartoon suggestions, cartoons, epigrams, ballads. W. H. Fawcett. Jokes \$1 to \$5, verse 25c line, Acc.

Sport Story Magazine, 79 7th Ave., New York. (2M-15) Competitive sport short-stories up to 6000, novelettes up to 12,000 (query on serials, articles) Ronald Oliphant. Good rates, Acc.

Spur, The, 515 Madison Ave., New York. (M-50) Articles on sport, travel, art, personalities, usually on assignment. H. S. Adams. Good rates, Acc.

Star Novels, Garden City, N. Y. (Q-25) Adventure and mystery novels, usually by arrangement. Dorothy McIlwraith, Mng. Ed. Good rates, Acc.

Startling Detective Adventures, 529 S. 7th St., Minneapolis, Minn. (M) True detective stories, solved cases, 4000, occasionally longer; photos essential. Earl Buell. 1½¢ up, photos. \$3 up, Acc. Submit synopsis first.

Sweetheart Stories, 100 5th Ave., New York. (M) Sentimental love short-stories 1500 to 2000. Good rates, Acc.

Three Love Novels Magazine, Garden City, N. Y. (Q-25) Love novels, usually by arrangement. Harry E. Maule. Good rates, Acc.

Top-Notch Magazine, 79 7th Ave., New York. (M-10) Outdoor adventure short-stories, American setting, up to 6000, novelettes 10,000 to 15,000, serials 40,000; verse up to 32 lines; short short-stories up to 2000. Ronald Oliphant. Good rates, Acc.

True Confessions, 529 S. 7th St., Minneapolis, Minn. (M-25) First-person, confession short-stories up to 4500, serials up to 15,000; articles on marriage, divorce. (Overstocked on verse.) Hazel Berge. 1½¢, Acc.

True Detective Mysteries, 1926 Broadway, New York. (M-25) True detective, crime stories with actual photos, under official by-line, 2000 to 7000, serials 15,000 to 40,000. John Shuttleworth. 1½¢ up, Acc.

True Experiences, 1926 Broadway, New York. (M) Confession short-stories, serials. Good rates, Acc.

True Romances, 1926 Broadway, New York. (M-25) True, confessional, first-person short-stories 1000 to 8000, true-story serials 30,000 to 60,000. 2c, Acc.

True Story Magazine, 1926 Broadway, New York. (M-25) True, confessional, first-person short-stories 5000, serials 25,000 to 50,000, jokes. L. M. Hainer. 2c; jokes, \$2 up, Acc.

Vanity Fair, 420 Lexington Ave., New York. (M-35) Satirical articles, essays on modern life, politics, drama, sport, etc., to 2000; light verse de societe, short short-stories. F. W. Crowninshield. Good rates, Acc.

Vogue, 420 Lexington Ave., New York (2M-35) Articles on modes, travel; fashionable life angles, society photos. Edna W. Chase. \$50 to \$150 per article, Acc.

War Birds, 100 5th Ave., New York. (M-20) Western front air-war short-stories 3000 to 6000, novelettes up to 14,000, novels up to 25,000, feature articles up to 5000; fact items 200. Carson W. Mowre. Good rates, Acc.

West, Garden City, New York. (M-20) Western and Northern adventure short-stories 2000 to 6000, novelettes 10-12,000, novels 20-25,000; romantic interest subordinate; verse up to 50 lines. Harry E. Maule. Good rates, verse 25c line, Acc.

Western Story Magazine, 79 7th Ave., New York. (W-15) Western short-stories up to 5000, novelettes up to 25,000, serials 12,000-word installments; articles on old West up to 2500; verse. F. E. Blackwell; Dorothy C. Hubbard, associate. Good rates, Acc.

Whiz Bang, 529 S. 7th St., Minneapolis, Minn. (M-15) Jokes, epigrams, humorous rural editorials, ballads up to 64 lines, cartoon suggestions. W. H. Fawcett. Jokes \$1 to \$5, verse 25c line, Acc.

Wild West Weekly, 79 7th Ave., New York. (W-15) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000. Ronald Oliphant. Good rates, Acc.

Woman's Home Companion, 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500 to 6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

Woman's World, 222 W. 39th St., New York. (M-15) Articles on women's interests 1000 to 2000; short-stories 1500 to 5500, serials 40,000 to 50,000, short verse, jokes. Good rates, Acc.

Young's Magazine, 1071 6th Ave., New York. (M-20) Sex short-stories 2000 to 6000, novelettes 12,000 to 15,000. Cashel Pomeroy. 1c, Acc.

Young Men, 347 Madison Ave., New York. (M-20) Y. M. C. A. publication. Articles on life problems, young men's interests. Query. F. G. Weaver. 1c up, Acc.

LIST B

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which no definite information has been obtainable.

Abbott's Monthly, 3435 Indiana Ave., Chicago. (M-25) Negro short-stories 1500 to 3000, features, verse. Lucius C. Harper. ½¢, Pub.

Ace-High, 155 E. 44th St., New York. (2M-20) Western adventure, sport, short-stories 3500 to 6500, novelettes 25,000, 4-part serials 40,000. W. M. Clayton; H. A. McCormas. 2c up, Pub.

Amazing Stories Monthly (also **Amazing Stories Quarterly**), 222 W. 39th St., New York. (M-25) Short-stories based on correct science 5000 to 20,000 words, novelettes 20,000 to 50,000, serials 60,000. Scientific verse up to 40 lines. ½¢ up, verse 25c line, Pub.

American Beauty, 152 W. 42d St., New York. (M-25) Articles on beauty 1400. Henrietta Holston. 1c, Pub.

American Cookery, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000 to 3000, essays 1000 to 2500, short stories 1000 to 3000. 1c up, Acc.

American Hebrew and Jewish Tribune, 71 W. 47th St., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes, serials. Louis Rittenberg. ½¢ up, photos \$1 up, Pub.

American Legion Monthly, 521 5th Ave., New York. (M-25) Closed market. J. T. Winterich.

American Monthly, 331 4th Ave., New York. (M-25) Articles on international policies 2000 to 4000. D. Maier. Ind.

American Scholar, The, 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles on literature, art, science, economics, politics, education, etc.; long poems; no fiction. Wm. Allison Shimer. \$10 to \$40, Pub.

American Spectator, The, 12 E. 41st St., New York. (M-10) Literary comment, reviews, by invitation only. George Jean Nathan. Inc.

American Weekly, The, 235 E. 45th St., New York. (W) Distributed with Hearst newspapers. Not in market.

Asia, 468 4th Ave., New York. (M-35) Interpretative articles on oriental life, travel, exploration and thought, Russia, Africa included. Marietta Neff. Fair rates, Pub.

Babies: Just Babies, 420 Lexington Ave., New York. (M) Articles on child guidance, etc. Mrs. Franklin D. Roosevelt. Inc.

Ballyhoo, 100 5th Ave., New York. (M-15) Humorous cartoons, gags. Norman Anthony. Good rates, Acc.

Bandwagon, The, Key Bldg., Oklahoma City, Okla. (M) Sophisticated sketches, verse, cartoons. Martin Heflin. ½¢, verse 20c line, cartoons \$1.50 to \$5, Pub.

Best Detective Magazine, 79 7th Ave., New York. (M) Not in the market. F. E. Blackwell.

B'nai B'rith Magazine, 70 Electric Bldg., Cincinnati, O. (M) Jewish articles, essays, short-stories up to 3000; interviews. Alfred M. Cohen. 1c up, Pub.

Bookman, The, 386 4th Ave., New York. (M-40) Literary, critical articles, essays. Seward Collins. Low rates, Acc.

Bozart and Contemporary Verse, Oglethorpe University, Ga. (Bi-M-40) Distinctive poetry, book reviews. Prizes.

Bridge Magazine, 154 E. Erie St., Chicago. (M-35) Bridge material, sophisticated verse, jokes. Chas. True Adams, Milton S. Work. No payment.

Bridge Forum, 45 W. 45th St., New York. (M-25) News items on contract bridge activities, articles on unusual angles of the game, short jokes. Gene Clifford. Ind., Acc.

Bridge World, 570 Lexington Ave., New York. (M-35) Bridge miscellany. No payment.

Broadway and Hollywood "Movies", 1450 Broadway, New York. (M) Clever, snappy, humorous drawings (no line work), with or without gags. A. R. Roberts. Fair rates, Pub.

Canadian Magazine, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Acc.

Chicagoan, The, 407 S. Dearborn St., Chicago. (M-35) Sophisticated, humorous articles, essays 1500 to 2000. Wm. R. Weaver. 2c, Pub. (Overstocked.)

Christian Science Monitor, The, 107 Falmouth St., Boston. (D-5) Not in the market.

Circus Scrap Book, The, 41 Woodlawn Ave., Jersey City, N. J. (Q-35) Circus history, lives of circus performers, scrap books, clippings, news items, photos dealing with the circus prior to 1900. F. P. Pitzer. ½¢ up, Acc.

Clues, 155 E. 44th St., New York. (M-20) Action detective short-stories 3000 to 5000, novelettes 10,000 to 15,000, serials; stories in series. W. M. Clayton, T. R. Hecker. 2c up, Pub.

Comfort, Augusta, Me. (M-5) Not in market. V. V. Detwiler.

Complete Detective Novel Magazine, 222 W. 39th St., New York. (M-25) Detective short-stories 1000 to 8000, novels 40,000 to 75,000, true tales of detective work 1000 to 2500. ½¢, Pub.

Complete (Western, Love, Mystery, Adventure) Novelles, 155 E. 44th St., New York. (M-20) Alternates the three titles, 25,000-word novelettes, strong love interest. W. M. Clayton; John Burr. 2c, Pub.

Coo-Coo, 602 McKee Bldg., Minneapolis. (M-10) Cartoon ideas, gags, etc. E. A. Sumner. Ideas \$1, cartoons \$2 up, jokes, epigrams, etc., \$1, Acc.

Cowboy Stories, 155 E. 44th St., New York. (M-15) W. M. Clayton; H. A. McComas. Cowboy fiction, reprint at present.

Crime Mysteries, 537 S. Dearborn St., Chicago. (M-10) Detective, crime short-stories, novelettes up to 12,000. Samuel Bierman. 1c, Pub.

Current History, 229 W. 43d St., New York. (M-25) Authoritative articles on political, economic, social, cultural events, developments in America and abroad, 3000 to 4000. 2c up, Pub.

Detective-Dragnet, 67 W. 44th St., New York. (M-15) Modern detective adventures, woman interest, sinister note; short-stories 4000 to 6000, novelettes up to 15,000. A. A. Wyn. 1 to 2c Pub.

Everyday Life, 337 W. Madison Ave., Chicago. (M) Love, mystery, humorous short-stories 1500 to 2500. A. E. Swett. Up to 1/4c, Acc. or Pub.

Family Herald and Weekly Star, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordon-Smith. \$4 column, Pub.

Five Novels Monthly, 155 E. 44th St., New York. (M-25) Western, adventure, sport, mystery, romantic novels 25,000, strong love interest essential. W. M. Clayton; John Burr. 2c up, Pub.

Flying Aces, 67 W. 44th St., New York. (M-15) Air and air-war short-stories 5000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Fortune, 135 E. 42d St., New York. (M-\$1) Staff-written or ordered articles on industry. Rates by arrangement.

Game & Gossip, 676 S. Lafayette Park Pl., Los Angeles. (M-35) Illustrated articles on amateur sport, personalities, Pacific Coast locale, up to 2000; sport and society photos. Geo. C. Thomas III. \$15 to \$25 per article, photos \$1 to \$3, Pub.

Gayety, 1008 W. York St., Philadelphia. (M-25) Gay short-stories 1500 to 3000, articles about gayer side of life, verse up to 16 lines, jokes. Pierre Dumont. 1/4c, verse 15c line, jokes 50c, paragraphs 35c, photos \$3 up, Pub.

Gay Parisienne, 480 Lexington Ave., New York. (M) Risque short-stories, French locale, 2000 to 3000. Merle W. Hersey. 1/4c, Pub.

Gentlewoman, 615 W. 43d St., New York. (M-5) Love and action short-stories small-town home-woman appeal, up to 3000. Marion White, 1/4c, Pub.

Good Stories, Augusta, Maine. (M-5) Short-stories. G. M. Lord. Low rates, Pub.

Grit, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000 to 3500; odd, strange pictures, brief text; household articles, short illustrated articles for women's and children's pages. Howard R. Davis, \$2.50 to \$7 per short-story, articles \$1 to \$3, photos \$1 to \$1.50, Acc.

Home Friend Magazine, 1411 Wyandotte St., Kansas City. (M-5) Articles of interest to small-town and rural housewives, inspirational verse; short-stories 3500. E. A. Weishaar. 1/4 to 1c, verse 15c line, photos \$1.50 to \$3, Acc.

Homemaker, 401 Scott St., Little Rock, Ark. (M-10) Short-stories, up to 3000, articles, poems. Mrs. F. B. Cotnam. Low rates, Pub. (Overstocked.)

Improvement Era, The, 47 E. So. Temple, Salt Lake City, Utah. (M-20) Latterday Saints organ. Moral short-stories, feature articles, verse. H. R. Merrill. 1/4 to 1c, verse 12 1/2c line, Pub.

Interludes, 2917 Erdman Ave., Baltimore, Md. (Q-25) Poems up to 30 lines, literary essays, short-stories up to 1200; prose poems. Wm. James Price. Prizes only.

Judge, 18 E. 48th St., New York. (M-15) Jokes, epigrams, humorous short-stories, articles up to 500, verse, drawings. Jack Shuttleworth. 3 to 6c, jokes and paragraphs \$2 to \$5, drawings \$10 to \$75, cartoon and humorous ideas \$3 to \$15, Pub.

Kaleidograph, a National Magazine of Poetry, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices, etc. Whitney Montgomery; Vaida Stewart Montgomery. Prizes.

La Parée Stories, 480 Lexington Ave., New York (M) Risque short-stories, French locale, 2000 to 3000. Merle W. Hersey. 1/4c, Pub.

Living Age, The, 253 Broadway, New York. (2M-25) Translations and reprints only. Quincy Howe.

Magic Carpet Magazine, 840 N. Michigan Ave., Chicago. (Q-15) Glamorous short-stories of the orient, all parts of world; novelettes up to 18,000. Farnsworth Wright. 1c, Pub.

Mayfair, 143 University Ave., Toronto, Ont. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.

Menorah Journal, The, 63 Fifth Ave., New York. (Q-\$1) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.

Mid-West Story Magazine, Box 175, Vincennes, Ind. (M-10) Short articles 200 to 800, short-stories 800 to 3500 on personalities and drama of the old Northwest. Chester Bolton. 1/4 to 1c, photos \$3, Pub.

Modern Psychologist, The, 33 W. 42d St., New York. (M-25) Articles, essays on psychology in all phases up to 3000. Dagobert D. Runes. Ind., Pub.

Modern Thinker, The, 33 W. 42d St., New York. (M-25) Timely, controversial articles 2500 to 3500. Dr. Dagobert D. Runes. 1/4 to 1c, Pub.

Modern Youth, 155 E. 44th St., New York. (M) "Mouth-piece of the younger generation." Short-stories 2000 to 6000, discussions of the day by writers under 30. Viola Ilma. 1 to 3c, Pub.

Mother's-Home Life and the Household Guest, 315 S. Peoria St., Chicago. (M-5) Short-stories 2000, household articles 1000, miscellany, departmental material. Mary H. McGovern. 1/4c up, Acc.

My Love Story Magazine, 155 E. 44th St., New York. (M-15) Realistic, first-person (not-confessional) love short-stories 4000 to 5500; 2-part stories 9000 to 10,000. F. Orlin Tremaine. 2c, verse 25c line, Pub.

National Home Monthly, Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. Articles, short-stories 1500 to 4000. Fair rates, Pub.

Nation, The, 20 Vesey St., New York. (W-15) Reviews, comment, largely staff written. Oswald G. Villard. 1c, Pub.

National Magazine, 952 Dorchester Ave., Boston. (M-25) Limited market. Joe Mitchell Chapple. Ind., Pub.

Nativity, 63 W. 15th St., New York. (Q-35) Articles, short-stories, sketches, poems, plays. Boris J. Israel. No payment.

New Republic, The, 421 W. 21st St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500, sketches of character background 1000, exceptional verse. Bruce Bliven. 2c, Pub.

North American Review, 587 5th Ave., New York. (M-40) Clever, authoritative informative articles up to 4000, unstereotyped short-stories, occasional verse. Wm. A. DeWitt. Low rates, Pub.

Occult Digest, The, 1900 N. Clark St., Chicago. (M-25) Occult facts, philosophy, experiences. Effa E. Danelson. No payment.

Opinion, 114 E. 32d St., New York. (M) Articles, essays 1000 to 2000, short-stories 1000 to 2500, verse. J. W. Wise. 1c, poems \$5, Pub.

Opportunity, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; negro life and problems. Elmer Anderson Carter. No payment.

Our Army, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles, short-stories 1000 to 1200, jokes, cartoons, army background. G. A. Harter. Up to 1/4c, Pub.

Our Dumb Animals, 180 Longwood Ave., Boston. (M-10) Animal welfare articles up to 800, verse up to 24 lines. Guy Richardson. 1/4c up, poems \$1 up, Acc.

Outlook, The New, 515 Madison Ave., New York. (M-25) Timely articles, 3000, largely on assignment. Alfred E. Smith; Francis Walton, Mng. Ed. Good rates, Pub.

Overland Monthly, 523 H. W. Hellman Bldg., Los Angeles. (M-25) Articles, Western interest, short-stories, verse. Arthur H. Chamberlain. Ind.

Paris Nights, 1008 W. York St., Philadelphia. (M-25) Gay short-stories, Parisian background, 1500 to 3000, articles about gayer side of Paris, verse up to 16 lines, jokes. Pierre Dumont. 1/4c, verse 15c line, jokes 50c, paragraphs 35c, photos \$3 up, Pub.

Pastime, 246 5th Ave., New York. (M-15) Puzzles, parlor games. W. W. Scott. Ind.

Pep Stories, 480 Lexington Ave., New York. (M-25) Risque short-stories 2000 to 3000, serials 5000 to 8000. Merle W. Hersey. 1/4c, Pub.

Plain Talk, 635 F St., N. W., Washington, D. C. (M-25) Articles on public affairs 1000 to 3500; editorials 500 to 1000; verse; fact items, fillers up to 200. Morris A. Bealle. 1/4 to 1c, Pub. (Usually no payment.)

Poetry: A Magazine of Verse, 232 E. Erie St., Chicago. (M-25) High-class verse up to 200 lines. Harriet Monroe. \$6 page of 28 lines, Pub.

Poetry World and Contemporary Vision, 27 E. 7th St., New York. (M-25) Poetry, criticism. Henry Harrison. No payment.

Present, The, 381 4th Ave., New York. Short short-stories 1200 to 1500. Fillmore Hyde. Up to \$100 per story.

Psychology, 1450 Broadway, New York. (M-25) Psychology, health, happiness, inspirational, humanitarian articles 2500; serials 25,000. Dr. Walter W. Hubbard. 1/4c, Pub. (Slow.)

Ranch Romances, 155 E. 44th St., New York. (Bi-W-20) Western love short-stories 4000 to 9000, novels 30,000 to 35,000, serials 60,000 to 70,000; fillers up to 500; verse. Fanny Ellsworth. 2c up, verse 25c line, Pub.

Rangeland Love Stories, 155 E. 44th St., New York. (M-20) Western love short-stories 4000 to 5000, novels 12-14,000, serials 40,000; verse. Fanny Ellsworth. 2c up, verse 25c line, Pub.

Rapid Fire Action Stories, 409 Pearl St., New York. (M-10) Reprint action fiction.

Rapid Fire Detective Stories, 409 Pearl St., New York. (M-10) Reprint detective fiction.

Rapid Fire Western Stories, 409 Pearl St., New York. (M-10) Reprint Western fiction.

Rebel Poet, 1227 Boston Rd., New York. (M-10) Sketches, reviews, essays, radical verse, portraying the class struggle. Jack Conroy. No payment.

Review of Reviews, 55 5th Ave., New York. (M-25) Articles on politics, economics, national problems, travel. Albert Shaw. 2c up, Pub.

Screen Weekly, 500 5th Ave., New York. (W) Motion picture fan miscellany. Frederick James Smith. Inc.

Short Shorts, Rm. 1100, 51 E. 42d St., New York. (M-15) Short short-stories 1800. Lionel White, publisher. 1c up, Pub.

Sky Birds, 67 W. 44th St., New York. (M-15) Air and air-war short-stories 5000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Snappy Magazine, 125 W. 45th St., New York. (M) (Also **Snappy Stories** (Q) Short, snappy, sexy stories 1000 to 2500, 3-part serials 7500 to 9000. Alexander Samalman. 1c, Pub.

Spicy Stories, 480 Lexington Ave., New York. (M-25) Risque short-stories 2000 to 3000, serials 5000 to 8000. Merle W. Hersey. 1/2c, Pub.

Stars and Stripes, The, Washington, D. C. (M) Articles on soldiers' interests. Generally overstocked.

Tatler and American Sketch, 17 E. 47th St., New York. (M-35) Burlesque articles on society 1500. J. C. Schemm. 50c inch, Pub.

10 Story Book, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, plays. Harry Stephen Keeler, \$6 a story, Pub.

Thrilling Adventures, 570 7th Ave., New York. (M-10) Limited purchases; write before submitting. J. S. Williams. Ind.

Thrilling Detective, 570 7th Ave., New York. (M-10) Detective novelettes 20,000; write before submitting. Harvey Burns. Ind.

Thrilling Love Magazine, 570 7th Ave., New York. (M-10) Limited purchases; write before submitting. Dorothy Sands. Ind.

Time, 135 E. 42d St., New York. (W-15) News, all staff written; no market, unless for exceptional news.

Time Traveler, The, 1610 University Ave., New York. (Q-25) Pseudo-scientific stories, fan material. Allen Glasser. 1c, Pub. (Overstocked.)

Town Tidings, 319 Main St., Buffalo, N. Y. (M) Sophisticated articles 850; short short-stories. B. C. Webster. 1c, Pub.

Travel, 4 W. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000. Cornburn Gilman. 1c, \$1 to \$3 per photo, Pub.

Underworld, 22 W. 48th St., New York. (M-20) Detective, crime deduction, gangster short-stories 3500 to 5000, novelettes up to 15,000, serials 25,000 to 30,000. 1/2c up, Pub.

U. S. Air Services, 227 Transportation Bldg., Washington, D. C. (M-30) Aviation articles, short-stories, verse. E. N. Findley. 1c, Pub. (Overstocked.)

Virginia Quarterly Review, 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000, exceptional short-stories, verse 10 to 40 lines. Stringfellow Barr. \$5 page (350 words), verse 50c line, Pub.

Weird Tales, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 10,000, novelettes up to 15,000, serials up to 75,000, verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

Western Adventures, 155 E. 44th St., New York. (Bi-M-20) Reprint fiction, not buying at present. W. M. Clayton.

Western Trails, 67 W. 44th St., New York. (M-20) Western action short-stories with mystery slant and woman interest 2000 to 8000, novelettes up to 20,000. A. A. Wyn. 1 to 2c, Pub.

Westminster Magazine, The, Oglethorpe University, Ga. (Q-25) Short-stories, verse, critical articles, essays, articles on literature, history, social subjects 1000 to 3500. No payment.

Wild West Stories and Complete Novel Magazine, 222 W. 39th St., New York. (M-25) Western short-stories 1000 to 8000, novels 40,000 to 75,000, articles up to 6000. 1/2c, Acc.

Wonder Stories, 96 Park Place, New York. (M-25) Exciting, dramatic adventure short-stories based on science developments of future up to 8000, novelettes up to 25,000, serials up to 65,000. Articles on science or world of the future up to 5000. H. Gernsback. Up to 1/2c, Pub.

Yale Review, Box 1729, New Haven, Conn. (Q-1) Articles on current political, literary, scientific, art subjects, 5000 to 6000. Wilbur Cross. Good rates, Pub.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

American Farming, 537 S. Dearborn St., Chicago. (M-5) Short articles on community affairs, recreation; juvenile material. E. P. Taylor; Nelle Ringenberg, Asst. Up to 1c, Pub. (Overstocked.)

Breeders' Gazette, Spencer, Ind. (M-10) Short stories of success in farming under 1000. Livestock articles. S. R. Guard. 1c, photos \$2, Pub.

Canadian Countryman, 204 Richmond St., W., Toronto. Agricultural articles, short-stories. 1/2c, Pub.

Farm and Ranch, Dallas, Tex. (W-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. 1/4c to 1c up, Pub.

Farm Journal, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles with photos 300 to 600. Overstocked on fiction and verse. Arthur H. Jenkins. First-class rates, Acc.

Hatchery Tribune, Mt. Morris, Ill. Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. 1/2 to 2c, Acc.

Hoard's Dairyman, Fort Atkinson, Wis. (2M) Dairying interests. W. D. Hoard. Low rates, Pub.

Iowa Farmer and Corn Belt Farmer, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Ind., Pub.

Michigan Farmer, Detroit, Mich. (Bi-W) Articles 1000 to 2000 on successful farming; occasional serials, short-stories. Milton Grinnell. 1/2c, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Ind., Pub. Cover photos, \$5 to \$10.

Poultry Tribune, Mt. Morris, Ill. (M-15) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

Successful Farming, Des Moines, Ia. (M-5) Agricultural miscellany. Kirk Fox. 1c up, Acc.

ART, PHOTOGRAPHY

American Photography, 428 Newbury St., Boston. (M-25) Technical articles on photography. F. R. Fraprie. Fair rates, Pub. (Overstocked.)

Antiques, 468 4th Ave., New York. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keyes. 1 1/2 to 2c, Pub.

Camera, The, 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 2000. Frank V. Chambers. 1/2c, Acc.

Photo Miniature, 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000 to 15,000. John A. Tennant. \$50 each, Acc.

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

A. A. A. Travel, Pennsylvania Ave. at 17th St., Washington, D. C. Touring or travel articles, motor, plane, or water, 1500 to 1800; poems. Verva I. Hainer. 1/2c, verse 3 to 5c, photos \$3 to \$5, Acc.

Aero Digest, 515 Madison Ave., New York. (M) News and features on aviation and air travel. Geo. F. McLaughlin. 1/2c up, Pub.

Airports and Airlines, Bank of Manhattan Bldg., Flushing, L. I. (M) News of air ports, features of interest to air transport companies, their personnel, etc. Harry Schwartzchild. 1/2c up, Pub.

Air Transportation, 22 E. 40th St., New York. Articles on air travel. Micheal Froelich. Ind., Pub.

American Motorist, Pennsylvania Ave., at 17th St., Washington, D. C. Illustrated travel articles vicinity of Washington, D. C., 1800 to 2000; verse. Verva I. Hainer. 1c, Pub.

Aviation, 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. Edward P. Warner. Good rates, Pub.

Aviation Engineering and Airway Age, Flushing, N. Y. (M) Technical articles on aircraft and aircraft engines. Harry Schwartzchild. Good rates.

Highway Magazine, Armco Culvert Mfgs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads 800 to 1200. 1c, photos \$1, Acc.

Marine Journal, 5 Beekman St., New York, N. Y. (M-25) Distinctive features, marine subjects, 2000; news items. D. H. Primrose. Ind., Acc.

Motorboat, 63 Beekman St., New York. (M) Articles of interest to middle-class American motorboat fan—motor installations, interesting characters in boating field, peculiar boats. William B. Rogers, Jr.; William J. Deed, Tech. Ed.; A. E. Heft, Assoc. Ed. Ind., Pub.

Motorship, 192 Lexington Ave., New York. (M-35) Articles on use of Diesel engines in ships, data on performance, economy of operation, 2000 to 3000. L. R. Ford. \$10 page, Pub.

National Aeronautic Magazine, Dupont Circle, Washington, D. C. (M-35) Travel air magazine. Non-professional aviation articles 2000, illustrations. Wm. R. Enyart. Not buying.

National Waterways, Clark Bldg., Pittsburgh, Pa. (M-35) River transportation features, 3000 to 5000, news, fillers, photos. John W. Black. 1c, photos \$2 to \$3, Pub.

Popular Aviation, 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanics, inventions, war experiences, true adventures, articles 2500 to 3500; fact items, fillers 100 to 800. B. G. Davis, ½ to 1c, Pub., photos extra.

Power Boating, Penton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on boating subjects. J. G. Robinson. Ind., Acc.

Rudder, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

Western Construction News and Highways Builder, 114 Sansome St., San Francisco. (2M) Signed articles by civil engineers on western subjects. Howard B. Rose; A. Gilbert Darwin, Mng. Ed. Varying rates.

Western Flying, 145 S. Spring St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation 100 to 2500. R. Randall Irwin. Up to 1c, Pub. (Overstocked.)

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 537 S. Dearborn St., Chicago. (W-5) Spot news only, with illustrations. S. R. Bernstein. 1c, Pub.

Bankers Magazine, 465 Main St., Cambridge, Mass. (M) Articles on banking methods, advertising, etc. Query, Keith F. Warren. 1c up, Pub.

Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. Good rates, Pub.

Bankers Service Bulletin, The, 536 S. Clark St., Chicago. (M) Articles on banking devices, operation. John Y. Beaty. Good rates, Pub.

Barron's, 44 Broad St., New York. (W-25) Authoritative financial articles 500 to 2500. Hugh Bancroft. Ind., Acc.

Burrough's Clearing House, 6071 2d Blvd., Detroit. (M) Query editor on banking features. Herbert Shryer. 2 to 3c, Acc.

Business Week, The, 330 W. 42d St., New York. (W-20) Not in the market. Marc A. Rose.

Commerce, 1 N. LaSalle St., Chicago. (M-25) Invites queries on business articles from Middle West. Howard R. Smith, Mng. Ed. Rates variable. (Overstocked.)

Credit & Financial Management, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c, Pub.

Forbes Magazine, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500 to 2000. B. C. Forbes. High rates, Acc.

How To Sell, Mount Morris, Ill. (M-5) News magazine of direct selling. Fact items; stories of individual success in direct selling; 150 to 500. R. C. Remington. ½ to 1c, Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling. Martin E. Siegel. ½ to 1c, photos \$1, Pub.

Industrial Relations, 844 Rush St., Chicago. (M-50) Authentic articles dealing with the study of industrial economy, law, theory, practice and statistics. Invites queries. A. D. Cloud. 1c up, Pub.

Management, 201 N. Wells St., Chicago. (Q) Better management and equipment articles for industrial executives. H. P. Gould. 2c, Acc.

Management Methods, 330 W. 42d St., New York. (M-35) Articles about office work, profit-making ideas, usually less than 500. Norman C. Firth. 1½ to 2c, Acc.

Nation's Business, The, 1615 H St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe; J. W. Bishop, Mng. Ed. Good rates, Acc.

Opportunity, 919 N. Michigan Ave., Chicago. (M-10) Sales interviews; illustrated salesmanship material up to 3500; sales success stories, stimulating short-stories. Wm. T. Walsh. 1 to 2c, Acc.

Postage and Mailbag, 200 5th Ave., New York. (M-25) Direct-mail advertising articles. John Howie Wright. 1c, Pub. (Overstocked.)

Printers' Ink, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**-25) Advertising and business articles. John Irving Romer; G. A. Nichols, Mng. Ed. Good rates, Pub.

Sales Management, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

Savings Bank Journal, 21 E. 40th St., New York. (M-35) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. 1c, Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. ¾ to 1c, Pub.

Specialty Salesman Magazine, S. Whitley, Ind. (Chicago office, 307 N. Michigan Ave.) (M-25) Inspirational articles, 1000 to 3000; small-town, rural human-interest short-stories 3000 to 5000; editorials on direct selling 800; short fact items, news pertinent to field, 100 to 1000. Geo. F. Peabody. ½c up, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Bi-M) Articles on industrial problems of interest to foremen, executives, 1000 to 2500, interviews 1000 to 2500. D. C. Vandercook. 1c up, Acc.

Western Advertising, 564 Market St., San Francisco. (M-25) Advertising and business articles on Western firms or Western marketing problems 1000 to 2200. Little used from Eastern contributors. Douglas G. McPhee. 1c, Pub.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, Garden City, New York. (M-10) Practical articles pertaining to home, interior decoration, gardening, recipes, 1500 to 2000. Mrs. Jean Austin. \$50 per article, Acc.

Arts and Decoration, 578 Madison Ave., New York. (M-50) Practical short illustrated home decoration, architecture, garden, antique articles. Mary Fanton Roberts. 1 to 2c, Acc.

Better Homes and Gardens, 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500. Elmer T. Peterson. 2c up, usual photo rates, Acc.

Canadian Homes and Gardens, 143 University Ave., Toronto, Ont., Canada. (M) Canadian home and garden articles 1500 to 2000, photos. J. H. Hodgins. 1c, Pub.

Country Home, The, 250 Park Ave., New York. (M-5) Articles on home building, improvement, gardening, farming, general features, 2500, mostly staff written. Tom Cathcart. Fair rates, Acc.

Country Life, Garden City, New York. (M-50) Illustrated gardening, sport, interior decorating, country estate, travel articles 1000 to 1500. Good photos essential. R. T. Townsend. \$50 to \$75 per article, Pub.

Home & Field, 572 Madison Ave., New York. (M-35) Articles on gardening, decoration, architecture up to 1500. Stewart Beach. 2½c, Acc.

House and Garden, Lexington at 43d, New York. (M-35) Home decoration, landscape articles. Richardson Wright. 1c up, Acc.

House Beautiful, 8 Arlington St., Boston. (M-35) Building, furnishing, interior decoration, gardening articles, 1500 to 1800. Ethel B. Power. 1c up, Acc.

Sunset, 1045 Sansome St., San Francisco. (M-10) Home-making, garden, vacation, outdoor articles. Western appeal, 1500 to 2500. Buys chiefly from Western writers. Lou F. Richardson; Genevieve A. Callahan. 1c up, verse 25c line, fillers \$1, Pub.

Town and Country, 572 Madison Ave., New York. (2M-50) H. J. Whigham. Not in market.

EDUCATIONAL

American School Board Journal, 407 E. Michigan St., Milwaukee, Wis. (M-35) School administration articles 500 to 5000. Photos of children in school activities, new school buildings. Wm. C. Bruce. ½c, Acc.

Grade Teacher, The, 425 4th Ave., New York. (M-25) Classroom helps. Florence Hale. 1/2c up, Pub. (Overstocked.)

Industrial Arts and Vocational Education, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. 1/2c, news 1/4c, Pub. (Overstocked.)

Instructor, The, 514 Cutler Bldg., Rochester, New York. (M-25) Educational articles for elementary schools 1800, educational juvenile short-stories 1500, recitations, school plays. Good rates, Acc.

Journal of Education, 6 Beacon St., Boston. (M) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay. \$5 to \$10 per story, Acc.

Practical Home Economics, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. 1c, Pub.

School Activities, 1212 W. 13th St., Topeka, Kans. (M-20) Articles on high-school extra-curricular activities 1000, one-act plays for school use, stunts, money-making plans. C. R. Van Nice. 1/4 to 1/2c, Pub.

School Management, 114 E. 32nd St., New York. (M) Articles on administration, construction, equipment of schools, supply purchasing, preferably by executives, up to 1500. C. R. Miller. 1c up, Pub.

School News and Practical Educator, Taylorville, Ill. (M-20) Practical articles for grade teachers 1800 to 2800. V. E. Huffer. Low rates, Pub.

HEALTH, HYGIENE

Arena and Strength, 2741 N. Palethorpe St., Philadelphia. (M-15) Health, hygiene, exercise, diet, boxing articles. Up to 1c, Pub.

Forecast, 6 E. 39th St., New York. (M-25) Scientific discussion of nutrition, food, food preparation, child training; news articles on food and health progress 2000 to 3000. Alberta M. Goudiss. 1 to 1 1/2c, Acc.

Home Digest, 1235 Book Bldg., Detroit. (M-10) Authoritative health articles, vegetarian, up to 1000. The Wadsworth Co. 2c, Pub.

Hygeia, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles. Dr. Morris Fishbein. 1c up, Pub.

Journal of the Outdoor Life, 450 7th Ave., New York. (M-25) Anti-tuberculosis articles, short-stories, experience articles from tuberculosis patients. Philip P. Jacobs. Low rates, Acc.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-35) Articles on nursing, hospital, public health subjects 800 to 3200. Meta Pennock. 1/3 to 1c, Pub.

MUSICAL

Etude Music Magazine, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 150 to 2000. James Francis Cooke. \$5 column, Pub.

Metronome, 113 W. 57th St., New York. (M-35) Instructional articles on playing musical instruments, organizing orchestras, etc., 1000 to 1500. Doron K. Antrim. 1c, Pub.

Musical America, 113 W. 57th St., New York. (2-M-20) Music articles 1500 to 2000. A. Walter Kramer. Ind.

Musical Courier, 113 W. 57th St., New York. (W) Informational articles of interest to musicians. Leonard Lieblich. 1c, Pub.

Musician, The, 113 W. 57th St., New York. Not in the market. Paul Kempf.

Musical Quarterly, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. \$4.50 page, Pub.

RELIGIOUS

Adult Bible Class Monthly, 420 Plum St., Cincinnati, O. (M-10) Religious educational articles 300 to 1500, short short-stories 1200 to 1600, verse 2 or 3 stanzas, news of Bible class activities 100. Lucius H. Bugbee. 1/2 to 1c, verse \$3 to \$10, photos \$2.50 up, Acc.

Ave Maria, The, Notre Dame, Ind. (W-10) Short-stories of religious tone, articles on topics of the day 3000, religious poems not over 16 lines. Juvenile adventure short-stories, serials, religious but not preachy. Rev. Eugene P. Burke, C.S.C. \$3 page, poems \$5, Pub.

Canadian Messenger, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, 3000; no love stories; articles, Catholic interest, 1000 to 3000. Rev. J. I. Bergin, S.J. 1/2c, Acc.

Catholic World, 411 W. 59th St., New York. (M-40) Scientific, historical, literary, art, articles, Catholic viewpoint, short-stories 2500 to 4500, verse. Rev. James M. Gillis, C. S. P. Ind., Pub.

Christian Advocate, The, 150 5th Ave., New York. (W-10) Articles, miscellany. James R. Joy. Inc.

Christian Business, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M) Articles on conducting business on strictly Christian principles, 1000. 1c, Acc.

Christian Endeavor World, 41 Mt. Vernon St., Boston. (M-20) Wholesome short-stories up to 2500, preferably 1500 to 1800, serials 6 to 10 short chapters, inspirational articles 1000 to 2000. Carlton M. Sherwood. 1/2c, photos \$1 to \$2, Acc.

Christian Herald, 419 4th Ave., New York. (M) Religious, sociological articles; short-stories 1000 to 6000. Varying rates, Acc. (Overstocked.)

Church Business, Duplex Envelope Co., Richmond, Va. (Bi-M) Articles with or without illustrations on church plans, programs, etc., up to 800; religious fillers, jokes. Mary M. Cocke. 2c, jokes \$1, Pub.

Churchman, The, 19 E. 47th St., New York. (W-10) Liberal Christianity articles, verse. Rev. Guy Emery Ship-ler, Litt. D. No payment.

Congregationalist, 14 Beacon St., Boston. (W-10) Religious articles, verse. W. E. Gilroy, D.D. Fair rates, Pub. (Overstocked.)

Cradle Roll Home, The, 161 8th Ave., N. Nashville, Tenn. (Q) Articles for parents of pre-school age children 150 to 800, fact items. Agnes Kennedy Holmes. 1/2c, Acc.

Grail, The, St. Meinrad, Ind. (M-25) Travel, biographical articles 1500 to 3000, wholesome short-stories 2000 to 3000, Eucharistic verse 4 to 20 lines. Rev. Benedict Brown, O.S.B. 1/2c, Acc.

Living Church, The, 1801 W. Fond du Lac Ave., Milwaukee. (W) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000 to 2000. C. P. Morehouse. \$1.50 column, Acc.

Lookout, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work up to 1800, short-stories, wholesome, high-minded appeal, 1500 to 2000, serials up to 12 chapters, 1500 to 2000 each. Photos, upright, 8x10, scenic, human-interest. Guy P. Leavitt. 1/2c, photos \$5, Acc.

Magnificat, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Ind., Acc.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (M-10) Articles of Catholic interest 1500 to 2000, clever short-stories 1000 to 3000; verse. Rev. Kieran P. Moran, C.M. 1c, verse 50c line, photos \$1, Acc. (Overstocked.)

Northern Messenger, Witness Bldg., Montreal, Quebec, Canada. (W) Boys of 16. Clean, vigorous, temperance short-stories up to 3000, serials 40,000 to 60,000. Short verse. 1/5c, reprint serial rights \$25 to \$35, Pub.

Standard Bible Teacher, Box 5, Sta. N., Cincinnati, O. (Q-15) Biblical study articles 1500 to 2000. Frederick J. Gielow, Jr. 1/2c, Acc.

Sunday School Times, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. 1/2c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers, superintendents, the home. Arthur M. Baker. 1/2c, Acc.

Union Signal, The, Evanston, Ill. (W-5) Short-stories, short serials, on prohibition, law enforcement. \$5 per 1500-word story, Pub.

Unity, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M & W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

Broadcasting Magazine, 11 E. 36th St., New York. (M) Radio fan miscellany. Ind.

Electricity on the Farm, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. 1/2c, Pub. (Overstocked.)

Everyday Science & Mechanics, 100 Park Pl., New York. (M-25) Constructional articles up to 2000. H. Gernsback. 1c up, photos \$2 up, Pub.

Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo. (M-5) Exclusively a home workshop-homecraft magazine featuring "how-to-make-it" articles 500 to 1500. No popular scientific features. E. A. Weishaar. 1/2 to 1c, photos or drawings \$1.50 to \$3, Acc.

Mechanical Package Magazine, 529 S. 7th St., Minneapolis, Minn. (M) Mechanical short items, new wrinkles, "how-to-build" articles. Weston Farmer. 2 to 15c, Acc.

Modern Mechanix and Inventions, 529 S. 7th St., Minneapolis, Minn. (M-25) Popularly illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos. Roscoe Fawcett; Jack Smalley; Donald Cooley, associate. 2 to 15c, photos \$3 up, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000, no poetry. R. W. Westwood. 1 to 5c, Acc. (Overstocked.)

Popular Home Craft, 737 N. Michigan Ave., Chicago. (M) Non-technical articles of interest to the home craftsmen—woodcraft, leathercraft, metalcraft. Pub.

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300 to 2500; fillers up to 250; photos \$5 up. L. K. Weber. 1 to 10c; photos \$5 up, Acc.

Popular Science Monthly, 381 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. 1c up to 10c, \$3 up for photos, Acc.

Radio Art, 420 Lexington Ave., New York. (M-25) Material for radio artists, entertainers, business, continuity writers, production managers; brief professional news items. H. P. Brown. 1c up, Pub.

Scientific American, 24 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. O. D. Munn. Ind., Acc. (Overstocked.)

Universal Model Airplane News, 125 W. 45th St., New York. Model airplane construction articles. Inc.

SPORTING, OUTDOOR, HUNTING, FISHING

American Forests, 1727 K St., Washington, D. C. (M-35) Popular forestry, outdoor recreation, hunting and fishing articles up to 3000, outdoor and forest photos. Ovid Butler. 1/2c, photos \$1 up, Acc.

American Golfer, The, Lexington at 43d Sts., New York. (M-25) Golf articles up to 1500. Grantland Rice. Inc.

American Rifleman, The, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated articles on scientific, ammunition, ballistic articles, hunting stories, preferably 3500. Laurence J. Hathaway. About 1c, Pub.

Atlantic Sportsman, Winston-Salem, N. C. (M-10) Articles and photos dealing with wild life and game fish up to 3000; hunting and fishing stories. Chas. O'Brien. 1/3 to 1/2c, photos \$1, Acc.

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Baseball articles, verse. F. C. Lane. 1/2 to 1 1/2c, Pub.

Field and Stream, 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500 to 3000. Ray P. Holland. 1c up, Acc.

Fur-Fish-Game, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, fur-raising articles by practical authorities. A. V. Harding. 1/4 to 1/2c, Acc. (Overstocked.)

Game Stories, 22 E. 12th St., Cincinnati, O. (M-10) Illustrated hunting, fishing, trapping experience stories 2000 to 3000. George A. Voegelé. 1/2 to 1c, Pub.

Golf Illustrated, 425 5th Ave., New York. (M-50) Golf articles. A. C. Gregson. 2c, Pub.

Hunter-Trader-Trapper, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, hunting-dog articles, outdoor photos. Otto Kuechler. Ind., Acc. (Overstocked.)

National Sportsman, 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.

Outdoor America, 222 N. Bank Drive, Chicago. (Bi-M-25) Outdoor articles, short-stories, 1500 to 2000. Cal Johnson. Not buying at present.

Outdoor Life, Mt. Morris, Ill. (M-25) Articles on hunting, fishing, camping, boating and allied subjects, 2000 to 2500. Harry McGuire. 1c up, Acc.

Sports Afield and Trails of the Northwoods, 302 Hennepin Ave., Minneapolis. (M-25) Outdoor, hunting, winter travel articles, outdoor fiction founded on fact, 2500. Robert C. Mueller. 1/2c, Pub. (Overstocked.)

Sportsman, The, 60 Battery March St., Boston. (M-50) Articles on special aspects of amateur sports, fox-hunting, polo, yacht racing, tennis, fishing, etc., 1500 to 2500. Ind., photos \$3, Pub.

Turf & Sport Digest, 511 Oakland Ave., Baltimore, Md. (M-35) Articles on sports, horse racing, football, baseball, etc., 1000 to 5000, sport short-stories up to 5000; serials up to 20,000. Edgar G. Horn. 1/4c, Pub.

THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

Billboard, The, 25-27 Opera Pl., Cincinnati, O. (W-15) Amusement articles, principally on assignment. Does not pay for unsolicited news. A. C. Hartmann, E. E. Sugarman.

Greater Show World, 1585 Broadway, New York. (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. 1/2c, Pub.

Hollywood Magazine, 529 S. 7th St., Minneapolis. (M-10) Illustrated movie fact articles 1000, usually on assignment; news paragraphs. Capt. Roscoe Fawcett; Marcella Burke, Western Ed. Liberal rates, Acc.

Modern Screen, 100 5th Ave., New York. (M-10) Photoplay fan material up to 2000, mostly on assignment. Short love fiction with Hollywood background. Ernest V. Heyn. Good rates, Acc.

Motion Picture Magazine, 1501 Broadway, New York. (M-15) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

Movie Classic, 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

Movie Mirror, 8 W. 40th St., New York. (M-10) Motion-picture fan material. Ruth Waterbury. Ind., Acc.

Movie Romances, 510 N. Dearborn St., Chicago. (M) True romances of film folk; articles for film fans; short-stories with motion-picture background. Wm. Fleming French. 1 1/2 to 5c, Acc.

New Movie Magazine, 55 5th Ave., New York. (M-10) Fan material by arrangement. Hugh Weir. 2c, Acc.

Photoplay, 221 W. 57th St., New York. (M-25) Motion picture articles. Kathryn Dougherty. Good rates, Acc.

Picture Play Magazine, 79 7th Ave., New York. (M-10) Articles 1200 to 1500 of interest to motion picture enthusiasts, usually on assignment. Norbert Lusk. Ind., Acc.

Radio Digest, 420 Lexington Ave., New York. (M-15) Non-technical radio fact items, short humorous verse, jokes, epigrams, "Hits-Quips-Slips" on radio programs. Raymond Bill; H. P. Brown, Mng. Ed. \$1 to \$5 up, Pub.

Screen Book, 529 S. 7th St., Minneapolis. (M-10) Short news articles on popular screen favorites, usually on assignment. Capt. Roscoe Fawcett; Marcella Burke, Western Ed. Liberal rates, Acc.

Screenland, 49 W. 45th St., New York. (M-25) Feature articles dealing with motion pictures. Miss Delight Evans. Fair rates, Pub.

Screen Play, 529 S. 7th St., Minneapolis, Minn. (M-10) Authentic articles of interest to movie fans, usually on assignment. Capt. Roscoe Fawcett; Carl A. Schroeder, Assoc. Liberal rates, Acc.

Theatre Arts Monthly, 119 W. 57th St., New York; 2 Ladbroke Rd., London, W. 11, England. (M-50) Theatrical articles 1800 to 2500. Edith J. R. Isaacs. 2c, Pub.

Theatre Magazine, 22 W. 48th St., New York. (M-35) Sophisticated articles on the theatre up to 1500. Stewart Beach. 3c, Pub.

Variety, 154 W. 46th St., New York. (W-15) Theatrical articles, news. Sime Silverman. Inc.

TRADE JOURNALS, MISCELLANEOUS

American Artisan, 1900 Prairie Ave., Chicago. (M) Merchandising articles with illustrations on experiences of men in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page, including art.

American Baker, The, 118 S. 6th St., Minneapolis. (M-10) Technical articles on baking, illustrated articles on new bakeshops, attractive window photos, merchandising talks. Carroll Michener, Mng. Ed. 1/2 to 1c, photos \$1 to \$3, Acc. (Overstocked.)

American Druggist, 57th St. at 8th Ave., New York. (M) Highest type drug merchandising articles. Herbert R. Mayes. High rates, Acc.

American Hatter, 1225 Broadway, New York. Trade miscellany. E. F. Hubbard. 1/2c to 1c, photos \$2, Acc.

American Painter & Decorator, 3713 Washington Blvd., St. Louis. (M) Fact stories on successful painters and decorators 1000. George Boardman Perry. Up to 1c, Pub.

American Paint & Oil Dealer, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

American Paper Merchant, 1911 Conway Bldg., Chicago. (M) News and features regarding paper merchants. Frank C. Petrine, Mng. Ed. 1/2c up, Acc.

American Perfumer & Essential Oil Review, 432 4th Ave., New York. (M-30) Technical, scientific articles on perfumes, cosmetics, soaps, etc., articles on merchandising and advertising of same from manufacturer's standpoint; news items on manufacturers. Ind., features, Acc.; news, Pub.

American Lumberman, 431 S. Dearborn St., Chicago. (Bi-W) News and features of lumber and building materials industry. A. L. Ford. \$3.50 column, Pub.

American Printer, The, 9 E. 38th St., New York. (M-25) Technical articles for printing plant executives. L. B. Siegfried. 1c up, Pub.

American Roofer, 58 W. Washington St., Chicago. (M) Limited market for roofing articles. Eugene Pope. 1/2c up, Pub.

American Silk & Rayon Journal, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith, \$2.50 per column, Pub.

Amusement Park Management, 114 E. 32d St., New York. (M-25) Constructive articles on general amusement park operation, with photos. S. Hoffman. 1c, photos \$1.50, Pub.

Art of Mosaics & Terrazzo, 400 W. Madison St., Chicago. Articles on use and sale of mosaics and terrazzo work. P. C. Connelley. 1c, photos \$2, Pub.

Autobody Trimmer and Painter, 128 Opera Place, Cincinnati. (M-30) Limited market for technical and merchandising articles of trade. J. F. Hutcheson. $\frac{1}{2}$ c, Pub.

Automobile Trade Journal & Motor Age, Chestnut and 56th Sts., Philadelphia. (M) Features based on interviews with successful automobile or equipment dealers. Don Blanchard. 1c up, Pub.

Automotive Electricity, 420 Lexington Ave., New York. (M-20) Technical articles on automotive electric and shop equipment, articles on merchandising service and accessories 1200. L. E. Murray. 1c, Pub.

Automotive Service News, 223 S. Waverly Drive, Dallas, Tex. (2-M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. C. C. Hayley. 1c, Pub. (Overstocked.)

Bakers' Helper, 330 S. Wells St., Chicago. (2-M-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.

Bakers' Weekly, 45 W. 45th St., New York. (W) News correspondents in principal cities. Albert Klopfer. 1c, Pub.

Bakers Review, 25 W. Broadway, New York. (M) Successful merchandising plans of bakers, technical articles of trade. A. Smit. 20c inch, Pub.

Beach and Pool, 114 E. 32d St., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up, Pub. (Overstocked.)

Beautician Magazine, Suite 1507A, 152 W. 42d St., New York. (M) Articles of interest to beauty shop owners and operators, 1000. Henrietta Helston. 1c, Pub.

Black Diamond, The, 431 S. Dearborn St., Chicago. (Bi-W-25) Practical method articles in the coal field. A. T. Murphy. $\frac{1}{2}$ c up, Pub.

Boot & Shoe Recorder, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.

Boys' Outfitter, 175 Fifth Ave., New York. (M) Interviews with boys' department buyers. Regular correspondents. Ivan Block. 25c column inch, Pub.

Brick & Clay Record, 59 E. Van Buren St., Chicago. (M) News and features of brick and clay industry. Regular correspondents. H. V. Kaepfel, Mng. Ed. 1c up, Pub.

Building Maintenance, 407 E. Michigan St., Milwaukee. (M) Upkeep and management articles. H. James Larkin. 1c, photos \$1, Acc.

Building Owner & Manager, 250 Park Ave., New York. (M-25) Articles on management and maintenance of office, apartment and loft buildings, of interest to building owners, managers, brokers, architects, 2000. A. D. Kerten. 1c, Pub.

Building Supply News, 59 E. Van Buren St., Chicago. (M) News and merchandising features of lumber and building materials dealers. Query, H. K. Taylor. 1c, Pub.

Bus Transportation, 330 W. 42d St., New York. (M-25) Practical bus operation articles 2000, 2 or 3 photos. C. W. Stocks. $\frac{1}{2}$ c, Acc. News items, first 100 words 2c, bal. each item $\frac{1}{2}$ c, Pub.

Casket & Sunnyside, 487 Broadway, New York. (2M) Interviews with morticians on embalming and mortuary management. Seabury Quinn. $\frac{1}{2}$ c, Pub.

Ceramic Industry, 59 E. Van Buren St., Chicago. (M-25) News items pertaining to pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaepfel, Mng. Ed. 1c, Pub.

Chain Store Age, 93 Worth St., New York. (M-35) Feature articles on special assignment only. Godfrey M. Lebar. About $\frac{1}{2}$ c, Pub.

Chain Store Links, 10 S. 18th St., Philadelphia. Articles on training clerks for chain store organizations. H. A. G. Erlichman. Pub.

Chain Store Management, 180 N. Michigan Ave., Chicago. (M-25) Technical merchandising articles covering food store displays, promotional methods, etc., 500. Walter B. Martin. $\frac{1}{2}$ c, Pub.

Cleaners and Dyers Review, 128 Opera Pl., Cincinnati. (M-30) Technical articles, success stories relating to specific power plants, proved merchandising plans up to 2000; illustrations desirable. Gus Kepler. $\frac{1}{2}$ c, Pub.

Cleaning and Dyeing World, 1697 Broadway, New York. (W) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About $\frac{1}{2}$ c, Pub.

Commercial Car Journal, Chestnut and 56th St., Philadelphia. (M-40) Articles on selling, servicing, operation of motor trucks, 1500 to 2500. George T. Hook. Variable rates, Pub.

Concrete Products, 542 S. Dearborn St., Chicago. (M-10) Articles on manufacture, marketing and uses of precast concrete products, 500 to 1500, illustrated. Harold O. Hayes. \$10 page, Pub.

Confectioners Journal, 437 Chestnut St., Philadelphia. (M-35) Articles on wholesale and retail manufacturing candy business and candy jobbing. Eugene Pharo. Up to 1c, Acc. (Overstocked.)

Cracker Baker, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) One or two-page stories pertaining to biscuits and crackers, or the industry; plant write-ups; sales stories; practical or technical articles; human interest and success stories of men in industry. L. M. Dawson. 30 to 50c inch, Pub.

Dairy Produce, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on distribution and merchandising of dairy products. George Caven. Up to 1c, Pub.

Dairy World, 608 S. Dearborn St., Chicago. (M-10) Merchandising and reduced-production cost articles of proved merit; also, articles on new or remodeled dairy plants (milk, ice cream, butter, cheese, dairy by-products) 500 to 2000, with photos or ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3, Pub.

Diesel Power, 192 Lexington Ave., New York. (M) Articles on oil engine uses. Lacey H. Morrison. 1c, Pub.

Distribution and Warehousing, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. $\frac{1}{2}$ c up, photos \$2, Pub.

Domestic Engineering, 1900 Prairie Ave., Chicago. Plumbing and heating trade merchandising and technical articles. 1c, Pub.

Draperies and Decorative Fabrics, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. W. H. MacCleary. 1c, photos \$3, Pub.

Druggists' Circular, The, 12 Gold St., New York. (M) Druggist success articles. G. K. Hanchett. Ind., Pub.

Drug Topics, 330 W. 42d St., New York. (M-25) Merchandising articles 1500, describing how druggist—name and address given—sold more merchandise, saved money. Dan Rennick. Good rates, photos \$3, Pub.

Drug Trade News, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Rennick. Ind.

Dry Goods Economist, 239 W. 39th St., New York. (M-25) Articles of specific interest to department store field, up to 1200. C. K. MacDermut, Jr., Mng. Ed. $\frac{1}{2}$ c, photos \$2, special rates on best material, within 30 days after acceptance.

Editor & Publisher, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.

Electrical Dealer, 360 N. Michigan Ave., Chicago. (M) Illustrated articles reflecting unusual operations in retailing domestic electrical goods or radio by any sort of store. Queries answered. \$10 page (1200 words), Acc.

Electrical Record, 110 W. 42d St., New York. (M-25) Articles on merchandising of electrical appliances by contractor-dealers, power companies, department stores, electrical specialty distributors; installations, news of manufacturers. Leslie H. Allen. Good rates, Pub.

Electrical West, 883 Mission St., San Francisco. (M-25) Articles on methods of improving sale of electrical merchandise by dealers and contractors, unusual electrical installations involving special technique. William A. Cyr, Asso. Ed. $\frac{1}{2}$ to 1c, Pub.

Electrical Wholesaling, 520 N. Michigan Ave., Chicago. (M-15) Largely staff-written. Query editor on possible features. E. T. Rowland. Good rates, Pub.

Electric Refrigeration News, 550 Maccabees Bldg., Detroit. (W-10) How-to-do-it stories about unusually successful dealers, distributors, and salesmen of electric refrigerators; informative articles on installations and servicing of refrigeration machines; timely news; human interest photos. George F. Taubeneck. 1c, Pub. (Buying little.)

Enamelist, 2100 Keith Bldg., Cleveland, O. (M) Technical or semi-technical articles dealing with porcelain enamel, and stove manufacturing processes. R. A. Weaver. Write J. K. Gillett for latest rates.

Excavating Engineer, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, drag-line dredge, clam shell, excavating contracts, open pit mining, quarry, drainage, etc., 500 to 2000. Arnold Andrews. 1c, photos \$1, Pub. Query.

Feed Bag, The, 210 E. Michigan St., Milwaukee. (M-25) Details of actual merchandising successes of feed dealers (describe methods; quote figures) 750 to 1000. David K. Steenbergh. 1c, Pub.

Feedstuffs, 118 S. Sixth St., Minneapolis, Minn. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Carroll K. Michener. $\frac{1}{2}$ to 1c, Acc. (Overstocked.)

Film Daily, 1650 Broadway, New York. (D) News of industry. J. W. Alicoate.

Florists' Exchange, 448 W. 37th St., New York. (W-15) Trade material in florist and nursery fields. Write before submitting. E. L. D. Seymour, Asso. Ed. ½¢ up, Pub.

Food Trade News, 330 W. 42d St., New York. News concerning activities of manufacturers of food and grocery products. Dan Rennick. 1c, Pub.

Ford Dealer and Service Field, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 1000. H. James Larkin. 1c, Acc.

Ford Dealers News, 117 W. 61st St., New York. Ford trade articles. C. C. Pearsall, Mng. Ed. ½¢ up, Pub.

Furniture Age, 2225 Herndon St., Chicago. (Bi-M-1) Illustrated articles 500 to 1500. J. A. Gary. 1c, photos \$2, Pub.

Furniture Manufacturer, 200 N. Division Ave., Grand Rapids, Mich. Manufacturer and factory superintendents' stories of all phases of factory production, cabinet room, machinery, finishing, 500 to 1500. A. C. Saunders. 1c, photos \$2 up, Pub.

Furniture Record and Journal, 200 N. Division Ave., Grand Rapids, Mich. (M-30) Shorts on merchandising, advertising, of bedding and radios, electrical appliances, housewares, floor coverings, departments of furniture stores, 200 to 600. J. N. Nind, Jr. ½¢ to 2c, photos \$2 to \$5, Pub.

Gas Age-Record, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.

Giftwares & Decorative Furnishings, 250 5th Ave., New York. (M) Illustrated articles on operating gift art shops, 500 to 1200. Lucile O'Naughlin. 1c, photos \$2.50 to \$5.

Good Hardware, 79 Madison Ave., New York. (M-20) Short illustrated articles about successful hardware dealers or outstanding merchandising plans, not over 500. Ralph F. Linder. 1 to 2c, Acc.

Heating, Piping and Air Conditioning, 1900 Prairie Ave., Chicago. (M-50) Articles on heating, piping and air conditioning for all larger structures, including hotels, apartments, hospitals, schools, stores, office buildings, industrial plants, mostly by engineers. L. B. Spafford. Good rates, Pub.

Hide and Leather, 300 W. Adams St., Chicago. (W-15) Technical tannery articles 1000 to 10,000. Watterson Stealey. 1c, Pub.

Home Ware (supplement to Retail Ledger), 1346 Chestnut St., Philadelphia. (M) Merchandising articles of interest to buyers and managers of home ware departments of larger department and shopping-centre furnishing stores, "ghost-written" preferred, 600 to 1000. K. C. Clapp. Signed articles, 1½¢ up; unsigned 1c; photos \$3 up, Acc.

Hotel Management, 222 E. 42d St., New York. (M-25) Hotel construction, maintenance and operation articles, business building ideas, 100 to 2500. J. S. Warren. 1c up, Acc.

Hotel Monthly, 950 Merchandise Mart, Chicago. News and features. Pub.

Hotel World-Review, 222 E. 42d St., New York. (W-5) Query editor on hotel news and features. A. M. Adams. ½ to 3c, Acc.

House Furnishing Review, 1170 Broadway, New York. (M) News and features from housewares and electrical appliance departments. Julien Ellenbein. 1c, Pub.

Ice Cream Field, 461 8th Ave., New York. (M-25) Illustrated business-building articles for wholesale ice cream plants 750 to 1500. W. H. Hooker. ½¢ up, photos 50c to \$1, Acc.

Ice Cream Review, 501-515 Cherry St., Milwaukee. (M-25) Methods articles of interest to ice cream manufacturers and employees. Edward Thom. ½¢ up, Pub. (Overstocked.)

Ice Cream Trade Journal, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of specific wholesale ice cream companies 500 to 2000. Harry W. Huey. 1c, Pub.

Ice & Refrigeration, 435 N. Waller Ave., Chicago. (M) Ice making, cold storage, refrigeration articles and news. J. F. Nickerson. Ind., Pub.

Industrial Finishing, 802 Wulsin Bldg., Indianapolis, Ind. (M-20) 100-1500 articles of interest or value to users of finishing materials, equipment, supplies in factories. W. H. Rohr. ¾ to 1c, Pub.

Industrial Retail Stores, Provident Bank Bldg., Cincinnati. (M-20) Merchandising articles and success stories on "company store" operations, 500 to 1000. Hull Bronson. ½¢, Pub.

Industrial Woodworking, 802 Wulsin Bldg., Indianapolis, Ind. (M-10) Articles of interest or value to managers of woodworking departments or factories 100 to 1500. W. H. Rohr. ¾ to 1c, Pub.

Inland Printer, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling and management problems of printing industry. J. L. Frazier. Pub.

International Blue Printer, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and construction engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.

Jewelers' Circular, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade. T. Edgar Willson. 1c to 2c, Pub.

Keystone, The, 1505 Race St., Philadelphia. (M) Well-written articles on jewelry store management and merchandising 750 to 2000; news of jewelry trade. 1 to 2c, news 30c inch up, photos \$1.50 to \$4, Pub. (Overstocked.)

Laundry Age, 1478 Broadway, New York. (M-25) Specific requirements on request. Correspondents. J. M. Thacker. Ind., Pub.

Laundryman's Guide, Reed Bldg., Atlanta Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundries 750 to 1800, general news items 50 to 400. H. S. Hudson, Ed. ½¢ to 1c, photos 50c to \$1, Pub.

Linens & Domestics, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods and domestics, interior or window display photos. Julien Ellenbein. 1c, photos \$1 to \$3, Pub.

Magazine of Light, The, Nela Park, Cleveland, O. (M-20) 1000-word feature articles of unusual lighting installations; merchandising articles. J. L. Tugman. 1c, Acc.

Manufacturing Jeweler, The, 42 Weybosset St., Providence, R. I. (2M-10) Material staff-prepared or obtained through special arrangement. W. Louis Frost. ½¢, Pub.

Materials Handling & Distribution, 420 Lexington Ave., New York. (M-30) Practical, not theoretical, articles on efficient and economical systems of handling materials mechanically, either in production or physical distribution operations. Ind., generally Pub.

Meat Merchandising, 105 S. 9th St., St. Louis. (M) Practical merchandising articles of trade. No grocery interviews. John L. Hoppe. ¾¢, Acc.; 1c, Pub. (Overstocked till October.)

Merchandising Ice, 435 N. Waller Ave., Chicago. (M-25) Articles on sales plans, advertising displays and developments related to ice-using equipment. J. F. Nickerson. ½ to 1c, Acc.

Milk Dealer, The, 501-515 Cherry St., Milwaukee. (M-25) Problems related to preparing milk for distribution, selling and delivering. Edward Thom. ½¢, Pub. (Overstocked.)

Mill & Factory, 420 Lexington Ave., New York. (M-35) Write editor for detailed instructions to contributors. Hartley W. Barclay. 2 to 10c, usually Acc.

Millinery Trade Review, 1225 Broadway, New York. (M-50) Millinery trade miscellany. Charles Steinecke, Jr. ½ to 1c, photos \$2, Pub.

Modern Ice Cream Industry, 114 E. 32d St., New York. (M) Merchandising and allied distribution problems of ice cream manufacturers. Prentice Winchell. 1c, Pub.

Modern Packaging, 425 4th Ave., New York. (M-35) Illustrated articles on package production and merchandising, on assignment only. D. E. A. Charlton. 1 to 4c, Pub.

Modern Stationer, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2.50, Pub.

Mortuary Management, 500 Sansome St., San Francisco. (M-50) Articles on management problems in the funeral field. Wm. Berg. ½ to 1c, Pub.

Motion Picture Herald, 1790 Broadway, New York. (W) Only authoritative material of interest to motion-picture exhibitors in conduct of business. Terry Ramsaye. Pub.

Motorcyclist, The, 706 Union League Bldg., Los Angeles. (M) Shop kinks, with or without sketches. Illustrated motorcycling touring stories and short-short fiction. Howard B. Rose. 20c inch up, Pub.

Motor Freight, 431 S. Dearborn St., Chicago. (Bi-M) News and features on motor truck organizations and maintenance. R. S. Torgerson. 1c, Pub.

Music Merchants News, Box 310, Springfield, O. (M) Concise articles about successful music merchants. Edgar C. Hanford. 1 to 2c, photos \$2, Acc.

Music Trades, 113 W. 57th St., New York. (M) News and features of trade. H. P. Knowles. Low rates, Pub.

Music Trade News, 1697 Broadway, New York. (M-20) Illustrated articles on retailing sheet music, band instruments. Albert R. Kates. ½¢ up, Pub.

Music Trade Review, 420 Lexington Ave., New York. (M) Stories on successful music dealers. B. B. Wilson. Low rates, Pub.

National Bottlers' Gazette, 233 Broadway, New York. (M-50) Features of interest to the soft-drink bottling trade. W. B. Keller, Jr. \$7.50 page, Pub.

National Butter and Cheese Journal, 5th and Cherry Sts., Milwaukee. (2-M) Articles on manufacture and distribution of butter and cheese. Edward Thom. 1/2c, Pub. (Overstocked.)

National Carbonator & Bottler, Reed Bldg., Atlanta, Ga. (M-10) Illustrated articles on business building methods for bottled soft drink plants, in actual use, 750 to 2000; news items 50 to 100. H. S. Hudson; C. B. Wilmer, Jr., Assoc. Ed. 1/2c to 1c, photos 50c to \$1, Pub.

National Cleaner & Dyer, 305 E. 45th St., New York. (M-35) Success stories, technical salesmanship articles. Roy Denney. Fair rates, Pub. (Overstocked.)

National Jeweler, 536 S. Clark St., Chicago. (M-25) Limited market. Strictly merchandising subjects, illustrated, 250 to 500. Francis R. Bentley. 1/2 to 1c, Acc.

Northwestern Confectioner, 707 N. Broadway, Milwaukee. (M-20) Business articles featuring retail, jobbing, manufacturing confectioners 1000 to 1500. G. B. Kluck. Fair rates, Pub.

Northwestern Miller, 118 S. 6th St., Minneapolis, Minn. (W-5) Technical articles on flour milling industry, emphasis on merchandising. Query first. Carroll K. Michener, Mng. Ed. 1/2 to 1c, Acc.

Office Appliances, 417 S. Dearborn St., Chicago. (M) Articles on selling office equipment. Evan Johnson, Ed. 30c inch, Pub.

Optometric Weekly, 15 N. Wabash Ave., Chicago. Optometric trade miscellany. 1/2c, Pub.

Pacific Bottler, 853 Howard St., San Francisco. (M) News and features of Western bottlers with photos. Clyde Lightbody. 1c, Pub.

Pacific Coast Merchant, 350 Battery St., San Francisco. (M) Constructive articles of Pacific Coast department stores. D. L. Newman. Low rates, Pub.

Pacific Drug Review, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Low rates, Pub.

Packing & Shipping, 30 Church St., New York. (M-25) Items of interest to transportation, railways, motor trucking, warehouses, on packing, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. 1/2 to 1c, photos 50c to \$1, Pub.

Paper Selling, 1911 Conway Bldg., Chicago. (M-10) Creative, aggressive paper and paper products salesmanship articles up to 1200. Frank C. Petrine. 1/2c up, Acc.

Petroleum Age and Service Station Merchandising, 500 N. Dearborn St., Chicago. (M) Articles on merchandising and distribution of petroleum products and automobile accessories, details of successful marketing businesses. Pub.

Petroleum Marketer, The, 3301 Buffalo Drive, Houston, Tex. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M) Illustrated merchandising articles on gift and picture shops. C. Larkin. About 1/2c, Pub.

Plumbing & Heating Contractors Trade Journal, 515 Madison Ave., New York. (M) Articles covering merchandising activities of successful plumbing and heating contractors. J. E. Koellisch. Good rates, Acc.

Power, 330 W. 42d St., New York. (M-35) Technical articles on power generation up to 2000, by engineers or power executives. \$10 to \$12 page, 1200 words, Pub.

Power Plant Engineering, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use 500 to 1500. Arthur L. Rice. 6/10c, Pub.

Printing, 41 Park Row, New York. (2M-25) Printing plant and sales management articles up to 2000, trade news of employing printers in plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 27 to 40c per inch, photos 1/2 space rates, Pub.

Progressive Grocer, 79 Madison Ave., New York. (M-20) Illustrated idea articles 100 to 200, grocery trade articles 1200 to 1500, photos, trade jokes, humorous verse. Ralph F. Linder. 1 to 2c, Acc.

Publishers' Weekly, The, 62 W. 45th St., New York. (W-20) Articles about and of interest to the booktrade, 1500 to 2000. Frederic G. Melcher. 1c, Pub.

Radio Merchant, 420 Lexington Ave., New York. Features on merchandising of radios by radio and music dealers 1000. V. E. Moynahan. 1c, photos \$2, Pub.

Railway Mechanical Engineer, 30 Church St., New York. (M) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

Refrigerated Food News, 550 Maccabees Bldg., Detroit. (M-10) Articles on application of refrigeration to foods; technical articles on behaviour of specific foods under refrigeration; news concerning quick-frozen foods, commercial refrigeration sales organizations, new developments in food products, etc. Geo. F. Taubeneck. 1c, Pub.

Refrigerating World, 25 W. Broadway, New York. (M) Articles on ice merchandising, ice air-conditioning systems, technical articles of trade. Roland Chamberlain. 25c inch, Pub.

Refrigeration, 711 Glenn St., Atlanta, Ga. (M-25) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigeration. Hal Reynolds. \$4 column, Pub.

Restaurant Man, The, 270 Washington St., Brooklyn. (M-25) Articles on operation, management or construction of restaurants 1500 to 2000; photos essential. M. E. Lerner. 1/2c, Pub.

Restaurant Management, 222 E. 42d St., New York. Articles, 1000 to 1500, telling how leading operators are increasing profits. Ray Fling. 1/2c to 5c, Acc.

Retail Bookseller, 55 5th Ave., New York. (2M-10) Articles of practical interest to booksellers and rental library proprietors, 1500 to 2500. Francis Ludlow. 1c, Acc.

Retail Furniture Selling, 222 N. Bank Drive, Chicago. (M-15) Short fact items on furniture merchandising. Feature articles usually only on assignment. L. S. Lees. 1c, ads 50c, photos \$2 plus photographer's bill on ordered photos, Pub.

Retail Ledger, 1346 Chestnut St., Philadelphia. (M-15) Articles on various phases of retailing—advertising, delivery, credits, salesmanship, etc., 1500 to 2000. Special attention to home furnishings. Mansfield F. House. 1 to 1 1/2c, photos \$3, Acc.

Retail Tobacconist, 117 W. 61st St., New York. (W-15) Articles on business methods of successful tobacconists 500 to 1500. H. B. Patrey. 1/2c, Pub.

Rock Products, 542 S. Dearborn St., Chicago. (2-M) Articles on cement, lime, gypsum, quarries, sand and gravel plant operations, etc. Trade Press Pub. Corp. Pub.

Seed Trade News, 60 W. Washington St., Chicago. (W) Seed news only. N. C. Helms. 1/2c, Pub.

Seed World, 325 W. Huron St., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. 1/2c, Pub.

Service Station News, 369 Pine St., San Francisco. (M) Western articles on service station operation. Buys little except from regular correspondents. R. H. Argubright. 1/2c, photos \$1 up, Pub.

Shoe Factory, 300 W. Adams St., Chicago. (M-15) Technical articles on shoe manufacturing, news items of factories. E. E. Cote. 1c, news 1/2c, Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 500 to 1500, verse on shoe repairing 1 to 4 stanzas, fact-items, fillers 50 to 100, jokes. A. V. Fingulin. 1/2c to 1 1/2c, Pub.

Soda Fountain, The, Graybar Bldg., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda lunches. John R. Ward. 1c, Pub. (Overstocked.)

Southern Funeral Director, 711 Glenn St., Atlanta, Ga. (M-25) Articles of interest to southern morticians. Hal Reynolds. \$8 page, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (M-15) Illustrated articles on management and merchandising methods in southern hardware stores. 1c up, Pub.

Southwestern Bottler, 401 Milam Bldg., San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana, and Arkansas. Ruel McDaniel. 1/2c up, Pub.

Spice Mill, The, 106 Water St., New York. (M-35) News and articles on tea, coffee, condiments and flavorings. Limited market for brief articles. C. S. Sewell. 1/2 to 1c, Pub.

Sporting Goods Dealer, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated reviews on merchandising, store arrangement, news. C. T. Felker. 1/2c up, Pub.

Sporting Goods Journal, 139 N. Clark St., Chicago. (M) Specific feature articles describing successful cost-reducing programs; photos. Ames A. Castle. 1/2c up, Pub.

Starchroom Laundry Journal, 415 Commercial Sq., Cincinnati, O. (M-25) Feature articles on laundry business, 1000. J. N. Wheeler. 1/2 to 1c, Pub.

Steward, The, 131 W. 41st St., New York. (M-20) Articles on food, with recipes, written for hotel, club, restaurant, stewards and chefs. Nat. F. Worley. Ind., Acc.

Syndicate Store Merchandiser, 951 Broad St., Newark, N. J. (M-20) Articles on 5-and-10c store merchandising, displays to 1000. Beverland M. Ramsey. 1c, Pub.

Tires Magazine, 420 Lexington Ave., N. Y. (M-25) Merchandising and servicing articles on tire retailers and service station operators 1500 to 2000. Jerome T. Shaw. 1/2 to 1c, news items 25c inch, fillers 1/2c, photos \$3, Pub.

Toilet Requisites, 250 Park Ave., New York. (M-35) Verified interviews with drug or department store buyers or higher executives concerning toiletries retailing in cities 25,000 or over. Photos. No general stories. Keep under 1200. S. G. Swift. 1c, Acc.

Trunks & Leather Goods, 542 S. Dearborn St., Chicago. (M) Successful merchandising plans of trunk and leather goods dealers. Unusual window displays. Cyril Reinstatler. Good rates, Pub.

Voluntary Chain, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary organizations, 1000 to 2000. 1c, photos \$2, Pub.

Western Confectioner and Ice Cream News, 853 Howard St., San Francisco. (M-35) News and features of Western candy, ice cream, fountain trade. Russell B. Tripp. Fair rates, Pub. (Overstocked.)

Western Hotel Reporter, 681 Market St., San Francisco. (W-15) Illustrated articles of interest to hotel and restaurant men, 1500. Jay G. Hilliard. 20c inch, Pub.

Western Plumbing & Heating Journal, 2124 S. Vermont

Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. 1c, Pub.

Western Wood Worker and Furniture Factory, 71 Columbia St., Seattle, Wash. (M-20) Articles on wood-working plant operations, illustrated interviews with plant managers and superintendents, western locale, 1000. Nard Jones. 1/4 to 1c, Pub. (Overstocked, except on interviews with factory executives.)

Wholesale Druggist, 330 W. 42d St., New York. (M) Concrete drug business articles concerning bona fide wholesale druggists. Jerry McQuade. 1c up, Pub.

Wood Construction, Xenia, O. (2-M-15) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. \$10 page, including art, Pub.

LIST D

Juvenile and Young People's Publications

Alger's Newspaper, Franklin Nat'l Bank Bldg., Washington, D. C. (M-5) News stories about boy and girl activities, with photos. Edwin Alger; W. Boyce Morgan, Mng. Ed. 1 to 1/4c, photos \$1 to \$3, Pub.

Ambassador, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 2000 to 3000, serials 6 to 12 chapters 2000 each; travel, biographical, practical articles 2000; verse. Noble Van Ness; Novella Dillard Preston. 1/4c, poems \$1 to \$2.50, Acc.

American Boy, The, 550 Lafayette Blvd., Detroit, Mich. (M-20) Older boys' interests. Adventure, sport, humorous short-stories, serials; articles; miscellany. George F. Pierrot. 2c up, Acc.

American Girl, 670 Lexington Ave., New York. (M-15) Ages 12 to 17. Girl Scouts publication. Action short-stories 3500 to 4500; articles by arrangement. Miss Margaret Mochrie. 1c up, Acc.

American Newspaper Boy, 15 W. Fifth St., Winston-Salem, N. C. (M) Short-stories of adventure, inspiration, modern newspaper carrier boy heroes, 1600 to 2000. Bradley Welfare. 1/4c, Acc.

Boy Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Short-stories 2000, serials, articles, miscellany. 1/3c up, Acc.

Boys and Girls, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys and girls up to 12. Short-stories 600 to 1000, short serials, verse, occasional brief articles on nature, science, things-to-do. Mrs. W. B. Ferguson. 1/4c, Acc.

Boys' and Girls' Comrade, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Character and educational articles 500 to 1500, wholesome short-stories 1000 to 2000, serials 5 to 15 chapters, verse 2 to 6 stanzas, fact items. L. Helen Percy. \$2 to \$2.50, photos 25c to \$1, Pub.

Boys' Comrade, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 13 to 17. Short-stories 2000, serials, illustrated articles 100 to 1500, verse, miscellany. Glenn McRae. \$3 to \$4 per M., Acc.

Boys' Life, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. (Outdoor adventure, sport, achievement short-stories, preferably 2000 to 3000, serials up to 30,000, articles up to 2000. James E. West. 2c up, Acc. (Overstocked.)

Boys' World, D. C. Cook Pub. Co., Elgin Ill. (W) Boys 13 to 17. Short-stories 2200 to 2500, serials 4 to 6 chapters, 2200 each, scientific, success articles up to 300, occupation articles 150 to 500, successful boys, curiosity, scientific news items, miscellany. Fiction 1c up; articles, fillers 1/4c up, Acc.

Catholic Boy, The, 2642 University Ave., St. Paul, Minn. (M) Boys, 11 to 18. Wholesome action short-stories, serials. J. S. Gibbons. Ind., Pub.

Challenge, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500 to 2500, serials 2 to 12 chapters 2000 each; descriptive, biographical, travel articles up to 2000; verse. Hight C. Moore; Noble Van Ness. 1/4c, verse \$1 to \$2.50, Acc.

Child Life, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-35) Ages 2 to 12. Short-stories, miscellany up to 1800. Marjorie Barrows. 1/4 to 1c, Acc. (Overstocked.)

Christian Youth, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers, nature, fact, how-to-make-it articles 300 to 1000. Bible puzzles. Charles G. Trumbull; John W. Lane, Asso. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1, Acc.

Classmate, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young People 18 to 24. Wholesome short-stories 2500 to 3500, serials 30,000 to 40,000, illustrated articles 1000 to 2500, fact items 200 to 1000, verse. A. D. Moore. Fillers 1/4c up, fiction 1c up, verse \$5 to \$10, Acc.

Dean's Survey, 309 S. 9th St., Louisville, Ky. (M) Boys, 10 to 15. Short-stories dealing with newspaper boys, also adventure stories. Jos. A. Humphreys, Jr. 1/4 to 1c, Pub.

Dew Drops, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 900 to 1000, short articles, editorials 250 to 300, verse up to 12 lines. Fiction 1c up; articles, fillers 1/4c up, Acc.

Epworth Herald, 740 Rush St., Chicago. (W-5) Articles on youth's activities 1000 to 1200, religious essays 200 to 300, short-stories 1000 to 1500, serials 20,000 to 30,000; nature, religious verse up to 20 lines. W. E. J. Gratz. 1/4c, verse 15c line, photos \$3 to \$5, Acc.

Epworth Highroad, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500 to 4000; serials, 4 to 8 chapters; illustrated articles 1000 to 1800; short poems. R. L. Hunt. 1/4 to 1c, verse 25c line, Acc.

Everygirl, Lyon at Ottawa, Grand Rapids, Mich. (M-15) For Camp Fire girls. Short-stories 2000 to 3000, serials 12,000 to 15,000; articles on sports, camping, parties, handicraft. Marta K. Sironen. 1/4c, photos \$1, Acc.

Forward, Presbyterian Bd. of Christian Education. Witherspoon Bldg., Philadelphia. (W) Boys and girls, 18 to 23 years. Short-stories 3000, serials not over 8 chapters of 3000 each; illustrated articles 700 to 1000, fillers 150 to 400. John T. Faris. Up to 1/4c, Acc.

Friend, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800, short verse. J. W. Owen. \$1 to \$5 per story, poems 50c to \$2, Acc.

Front, Rank, The, Christian Bd. of Pub., 2710 Pine St., St. Louis, Mo. (W) Young people, teen ages, Moral short-stories 2000 to 2500, serials 20,000 to 25,000, verse, miscellany. O. T. Anderson. \$3 to \$4 per M., Acc.

Girlhood Days, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Girls 12 to 18. Out-of-door short-stories 1800 to 2000, serials, miscellany. 1/3c up, Acc.

Girls' Circle, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Girls 13 to 17. Short-stories 2500, serials 9 to 10 chapters, articles 100 to 2000, poems up to 20 lines. Frances Woolery. \$3 to \$4 per M., Acc.

Girls Companion, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 13 to 17. Short-stories 2000 to 2500, serials 2 to 6 chapters 2200 each, illustrated occupation articles 150 to 600. Inspiration and information material 100 to 500. Fiction 1c up; articles, fillers 1/4c up, verse 10c line, photos \$1 to \$3, Acc.

Girl's World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W) Ages 13 to 16. Wholesale action short-stories 2500, serials of 2500-word chapters. Informative articles 200 to 800, photos. Owen C. Brown. \$4.50 to \$6 per M., Acc.

Haversack, The, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys, 12 to 17. Short-stories 2000 to 3000, serials 4 to 10 chapters, miscellany, 1/4c up, Acc.

John Martin's Book, 300 4th Ave., New York. (M-50) Children up to 12. Informative articles up to 2000, little tot short-stories 1000 to 1200, short stories of fact, romance, fancy for older children up to 2000; adventurous serials, boy and girl appeal, 6 chapters of 2500; short and narrative verse, handicraft and activity articles, continuity jokes. John Martin; Helen Waldo, assistant. 1 to 3c, verse 25c line up, Pub.

Junior Christian Endeavor World, 41 Mt. Vernon St., Boston. (M-5) Short-stories 1500; items on current events, history, travel, Bible, children's organizations, etc., 100 to 500; illustrations. Serials, 6 to 8 chapters, 1500 each. Stanley B. Vandersall. $\frac{1}{2}$ c, Acc.

Junior Home for Parent and Child, 1018 S. Wabash Ave., Chicago. (M-25) Juvenile short-stories, "how-to-make" articles up to 1500; miscellany. Bertha M. Hamilton. 1c, Pub.

Junior Joys, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W) Boys and girls 9 to 12. Mabel Hanson. Not in market.

Junior Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 8 to 12. Short-stories, serials, verse. $1\frac{1}{2}$ c, Acc.

Junior World, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories 500 to 3000, serials 8 to 12 chapters, poems up to 16 lines, informative articles 200 to 600. Hazel A. Lewis. \$3 to \$4 per M, Acc.

Junior World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-8) Children 9 to 12. Short-stories up to 2500, serials 2500-word chapters, miscellany. Owen C. Brown. \$5 per M, Acc.

Kindergarten Primary Magazine, 278 River St., Manistee, Mich. (Bi-M-20) Articles helpful to kindergarten teachers, on kindergarten methods, child training up to 1500. Occasional short-stories for children up to 500, short verse, playlets, songs, etc. Grace C. Dow. \$1 to \$5 per article, verse 25c to \$1, Acc.

Little Folks, The Augustana Book Concern, Rock Island, Ill. (W) Religious material, children 5 to 8. Mrs. Edith Cling Palm, Hector, Minn. Low rates, Pub.

Lutheran Boys and Girls, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

Lutheran Young Folks, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Older boys and girls. Illustrated descriptive articles, short-stories 3000 to 3500, serials 6 to 12 chapters. Fair rates, Acc.

Mayflower, The Pilgrim Press, 14 Beacon St., Boston. (W) Children under 9. Short-stories 300 to 700, verse. Fair rates. Acc.

Olive Leaf, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, 8 to 12. Religious stories 500, verse 8 to 12 lines. Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. $\frac{1}{4}$ to $\frac{1}{2}$ c, Pub.

Onward, 8 N. 6th St., Richmond, Va. (W-3) Young People. Character building short-stories, serials, short articles, editorials, verse. Miss Clarabel Williams. \$3 to \$5 per M., Acc.

Open Road for Boys, 130 Newbury St., Boston. (M-10) Boys' interests. Aviation, sport, adventure, humorous short-stories 2000 to 3500, serials up to 40,000, articles 1000 to 1500. Clayton H. Ernst. Up to 1c, Acc. and Pub.

Our Little Folks, United Brethren Pub. House, Dayton, O. (W) 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to $\frac{1}{2}$ c, Acc.

Picture Story Paper, 420 Plum St., Cincinnati, O. Children 4 to 8. Short-stories 300 to 800, verse. $\frac{1}{4}$ to 1c, Acc.

Picture World, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories 400 to 900, verse. \$5 per M, verse 50c stanza, Acc.

Pioneer, The Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Boys 12 to 15. Short-stories 2500 to 3000, serials 6 to 8 chapters 2500 each, illustrated articles 800 to 1000. John T. Faris. Articles up to $\frac{1}{2}$ c, stories \$12 up, photos 50c to \$2, Acc.

Play Mate, 3025 E. 75th St., Cleveland, O. (M-15) Juvenile short-stories 600 to 2500, serials by arrangement; very few fairy tales. Esther Cooper. 1 to 3c, verse 25c line, Acc.

Portal, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Wholesome action short-stories 1500 to 3000, serials 20,000 to 25,000, vocational, project articles on assignment only, editorials. Wilma K. McFarland. 1c, verse \$5 to \$10, Acc.

Queen's Gardens, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500 to 3000, serials 6 to 8 chapters, 2500 each; illustrated travel, nature, biography, history, handicraft articles 800 to 1000, also 300 to 500; verse. John T. Faris. Articles up to $\frac{1}{2}$ c, stories \$12 up, Acc.

Ropeco Magazine, Rogers, Peet & Co., 842 Broadway, New York. (M-Free) Boys 5 to 16. Adventure, animal, boy-interest short-stories, articles, jokes, miscellany. Miss L. F. Roth. $\frac{1}{2}$ c, Acc.

Sentinel, The, 161 8th Ave., N., Nashville, Tenn. (W-5) Girls and boys 9 to 12. Short-stories, biographical, historical, scientific, discovery articles 1500. Novella Dillard Preston; Noble Van Ness. $\frac{1}{4}$ to $\frac{1}{2}$ c, Acc.

St. Nicholas, 580 5th Ave., New York. (M-25) Boys and girls, 8 to 16. Distinctive action short-stories up to 3500, serials by commission, brief amusing verse. Vertie A. Coyne. 1c up, verse 25c line, Acc.

Stories, Presbyterian Bd. of Pub., 420 Witherspoon Bldg., Philadelphia. Primary children. Character-building short-stories 500 to 800. $\frac{1}{2}$ c, verse 5 to 15c line, Acc.

Storyland, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000, poems 4 to 12 lines, simple puzzles. Hazel A. Lewis. \$3 to \$4 per M, Acc.

Storytime, Baptist Sunday School Bd., 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 200 to 600, articles 100 to 300. Overstocked with verse. Agnes Kennedy Holmes. $\frac{1}{2}$ c, Acc.

Story World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) Very little children. Short-stories 300 to 600; verse. $\frac{1}{2}$ c, Acc.

Target, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 1500 to 3000, serials of character development 20,000 to 30,000, articles with photos 1200 to 1800, editorials 300 to 700, verse 8 to 20 lines, fact items, fillers, 200 to 500. Alfred D. Moore. $\frac{1}{4}$ to $\frac{1}{2}$ c, verse \$2.50 up, Acc.

Torchbearer, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls 12 to 17. Short-stories 2500 to 3500, serials 2 to 10 chapters, articles 1000 to 2000; verse. Rowena Ferguson. $\frac{1}{2}$ c up, Acc.

Watchword, The, United Brethren Pub. House, Dayton, O. (W) Short-stories 1500 to 3000, serials for young people, miscellany. E. E. Harris. \$1.50 to \$2 per M, Acc.

Wee Wisdom, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. Jane Palmer. Not in market.

What To Do, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500, serials 4 chapters 2500 each, informative articles 1200 to 1500, editorials up to 800. Helen Miller Stanley. Fiction 1c, articles, fillers $\frac{1}{2}$ c, Acc.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) Children's paper of W. C. T. U. Temperance, health, character-building articles and short-stories up to 1500. Katharine P. Crane. Moderate rates, Pub. No payment for verse.

Young Israel, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200 to 2000, verse. Elsa Wehl. Under 1c, verse \$5, Acc.

Young People, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) 17 years up. Character-building short-stories 2500, serials of ten 2500-word chapters, illustrated articles up to 2000, miscellany. Owen C. Brown. About $\frac{1}{2}$ c, poems \$1 up, photos 25c up, Acc.

Young People, The Augustana Book Concern, Rock Island, Ill. (W) Articles and stories, Christian ideals for children 11 to 16. Dr. Geo. A. Fahlund, 533 Crescent, N. E., Grand Rapids, Mich. Low rates, Acc.

Young People's Friend, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Educational articles, 1000 to 1500, short-stories 1200 to 2500, serials 5 to 15 chapters, verse 3 to 8 stanzas. L. Helen Percy. \$2 to \$3 per M, verse 5c line, Pub.

Young People's Paper, 1816 Chestnut St., Philadelphia. (W) Late teen ages. Feature and inspirational articles under 1500, short-stories up to 3000, serials 13,000, \$4 to \$5 per M, Acc.

Young People's Weekly, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 17 to 25. Short-stories 3000, serials 4 to 6 chapters of 3000, illustrated articles on curiosities, science; success stories, miscellany. Helen Miller Stanley. Fiction 1c, articles $\frac{1}{2}$ c, photos \$1 to \$3, Acc.

Youth, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) For youthful persons of all ages. Solution of problems from standpoint of Christ teachings. Short-stories 1500 to 3500, articles 500 to 1500, poetry 4 to 16 lines. Ernest C. Wilson. 1c up, verse 25c line up, Acc. (Overstocked.)

Youth's Comrade, The, Nazarene Pub. House, 2923 Troost Ave., Kansas City. (W) Boys and girls, high-school ages. Not in market.

Youth's World, Am. Baptist Pub. Co., 1703 Chestnut St., Philadelphia. (W-5) Boys, teen ages. Short-stories 2500, serials 2500 each chapter, articles, editorials, handicraft, fact items, photos. Owen C. Brown. Up to $\frac{1}{2}$ c, Acc.

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Clues, 155 E. 44th St., New York, of the Clayton group, is now edited by T. R. Hecker, who succeeds Carl Happel. Mr. Hecker states: "The policy of *Clues* will be changed materially in the next few months. The straight deduction detective story is out. Deduction is permissible in small doses, along with plenty of action, but we don't like it when it constitutes the main feature of the story. Another type of yarn we don't want to see is that in which the central character sets out to commit a crime and winds up by getting caught. What we do want is the yarn with good, forceful, likeable characters that start moving in the first paragraph, get in and out of trouble about once every thousand words, and clean up all the plot threads in a big, whooping finale. The only exception to this is that we will occasionally run a very good humorous story. Novelettes should run from 12,000 to 15,000 words; shorts from 3000 to 5000. We are stocked up three months ahead on fact articles and may not use any more when they are gone. Serials only when we can get good ones. At that, we much prefer the serials to consist of six or eight yarns complete in themselves but bound together by a common plot thread. We will use as many of these latter as we can get in the book. The present need is for shorts and novelettes." *Clues* pays rates of 2 cents a word up, on publication.

Crime Mysteries, 537 S. Dearborn St., Chicago, is a new magazine published under the editorship of Samuel Bierman, which is to replace *Popular Fiction Magazine*, discontinued. The new magazine will use crime and detective fiction in lengths from 3000 to 12,000 words. Rates are 1 cent a word up, on publication.

Two-Gun Stories, 537 S. Dearborn St., Chicago, edited by Samuel Bierman, is being discontinued. It will be replaced by a smaller Western magazine, of 64 pages, presumably to compete in the 5-cent field. The title has not been announced.

Radio Art, 420 Lexington Ave., New York, is a new twice-monthly magazine, companion to *Radio Digest*, and edited by H. P. Brown. It uses brief radio professional news items and material of interest to radio artists, entertainers, business and continuity writers, and production managers. Payment is at 1 cent a word up, on publication.

Liberty, which should now be addressed at Lincoln Square, New York, announces that it has set aside \$10,000 for serials by new authors. Manuscripts may be from 20,000 to 100,000 words in length, written so as to break readily into installments of about 7000 words each. Under the offer, payment will be made at from \$1000 to \$5000 for acceptable manuscripts. The offer expires Thursday, March 30, 1933. Address *Liberty* First Story Editor. This offer is similar to that made last winter for first short-stories, which the editors regard as having proved very successful in unearthing new talent.

Shard's, Box 2007, is announced as a new quarterly magazine of poetry which solicits good verse. Payment for material will be in the form of prizes, \$10 for the best and \$5 for the second best poem in each issue. Constance Deming Lewis is editor.

The Modern Psychologist, 33 W. 42nd St., New York, is a new monthly magazine which is in the market for articles on psychology in all of its phases, up to 3000 words. It is a companion magazine to *The Modern Thinker*. Dr. Dagobert D. Runes is editor of both magazines. Payment is by arrangement on publication.

Popular Publications, 205 E. 42nd St., New York, are adding three new magazines to their string. The new titles are *Dime Mystery Book*, *Dime Western Magazine*, and *Battle Birds*. *Battle Birds* will use the same type of material as has been appearing in the company's older magazines, *Dare-Devil Aces* and *Battle Aces*—air-war short-stories and novelettes up to 15,000 words in length. Rogers Terrill is editor of *Dime Mystery Book*, which uses book-length detective and mystery yarns with a few short-stories to fill out the contents, and *Dime Western Magazine*, which will feature short-stories and novelette lengths in Westerns. Rates of 1 cent a word up are paid on acceptance.

Physical Culture, 1926 Broadway, New York, now edited by Carl Easton Williams, succeeding Shepard Butler, desires "self-told adventures in health," and apparently is no longer in the market for short-stories or serials. Payment is at good rates on acceptance.

William Thompson, Malden-on-Hudson, New York, who supplies authors, editors, and publishers with photographs on world-wide subjects, offers a market for photographs on all subjects and countries. The price paid is a matter of individual arrangement, depending upon the subject.

The American Scholar, 145 W. 55th St., New York, is an exception to the usual magazine in that it is particularly partial to long poems. It uses also scholarly, non-technical articles on literature, art, science, economics, politics, and education; no fiction. Payment is at \$10 to \$40 per contribution, on publication. Wm. Allison Shimer is editor.

Correcting a statement regarding magazines of the Merwil Publishing Company which appeared in our November issue, Mrs. Merle W. Hersey writes that there has been no change in editorship, and that she is still at the helm of the four magazines of this group, *Gay Parisienne*, *La Paree Stories*, *Spicy Stories*, and *Pep Stories*. The new address, however, is 480 Lexington Ave., New York. The first two magazines use risque stories with a French locale, 2000 to 3000 words in length; the second two use risque stories of general locale in the same lengths, also short serials of 5000 to 8000 words. Payment is at ½ cent a word on publication.

Americana, 1280 Lexington Ave., New York, is a new satirical review, devoted largely to cartoons, but with some jokes and satirical sketches. Gilbert Selles is editor. Space rates are paid for material.

Psychology, formerly at 101 W. 31st St., is now located at 1450 Broadway, New York, and Dr. Walter W. Hubbard, formerly editor of *Broadway* and *Hollywood "Movies"*, has succeeded Henry Knight Miller as editor. The latter magazine has also moved to 1450 Broadway, New York, and is now edited by A. R. Roberts.

Modern Youth, 155 E. 44th St., New York, announced last month as "the mouthpiece of the younger generation," will pay for material at from 1 to 3 cents a word, on publication, writes Viola Ilma, editor. She adds: "The first issue will appear on the newsstands on January 10th. It will be a monthly literary magazine, written and edited entirely by people under the age of 30. It will be serious and intelligent and the literary standard will be the highest possible. We are especially seeking original short-stories of from 2000 to 6000 words, poetry, and discussions of the day. We prefer to buy all American rights; however, this depends on the circumstances."

Dean's Survey, 309 S. Ninth St., Louisville, Ky., Jos. A. Humphreys, director, writes that publication of a projected newspaper boys' magazine has been postponed until January, but that submitted manuscripts are being read by a fiction editor, and are being returned daily as rejected. The magazine expects to use short-stories dealing with newspaper boys and their trade, also short adventure and detective stories for boys from 10 to 15 years of age. Rates will be about 1/2 cent a word.

The Court Syndicate, formerly at Brooklyn, N. Y., has moved to 120 W. 45th St., New York, and has enlarged its scope to cover features for daily newspapers, after having in the past confined itself to weekly newspaper features.

The Big Four Guild, 964 E. 46th St., Los Angeles, a little theatre stock company, is in the market for one-act plays of all types, limited to 30 minutes in length, with 15 to 20 minutes preferred. Characters must be limited to eight. "We prefer original plays. Our royalties are small, but accepted plays are guaranteed production." A few three-act plays will be used.

Carlyle House, 307 Fifth Ave., New York, is a new publishing firm which commenced its activities this month by issuing a volume for writers, "Trial and Error—Writing and Selling," by Jack Woodford. Winthrop Leigh, editor, states: "At present we are interested in the following book-length subjects: Fiction with a circulating library appeal, around 60,000 words; may be sexy but not too much so; must mirror modern life and although popular in tone, must be very well written. Non-fiction with a general popular appeal; no technical works. Health works, prepared for popular consumption. Exposés, loud and funny, on social, political, economic subjects, and current fakes. Material preferred will have more than a local appeal, because whenever possible, books accepted by Carlyle House will be republished in England. Remuneration will be made by the usual royalty plan."

Harcourt, Brace & Co., 383 Madison Ave., New York, have taken over the publishing business of Brewer, Warren & Putnam, 6 E. 53rd St., New York. Robert O. Ballou, a member of the dissolving company, will continue to publish a limited number of books under the imprint of Robert O. Ballou, Publisher, at Room 1506, 347 Fifth Ave., New York.

The New Outlook, 616 Madison Ave., New York, now edited by Alfred E. Smith, requires articles which deal in some manner with important phases of the day's news. A large share of its subjects are handled on assignment. Payment is made at good rates on publication.

The New Viewpoint, 401 Broadway, New York, a monthly using short feature articles on public affairs, short-stories up to 2500 words, and verse, makes no payment for material at the present time, though it expects to do so later. Julius R. Young is editor.

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Pacific Sportsman, 550 Sacramento St., San Francisco, a monthly magazine of the outdoors, buys articles of from 500 to 1500 words, illustrated with good photographs, on fishing and hunting, canoeing, motor boating, camping and exploring. It uses a limited amount of poetry on outdoor subjects, not over 16 lines. Payment is at 1/2 cent a word on publication, extra for pictures.

The Bookman, 386 4th Ave., New York, recently returned an article after holding it for ten months without a report.

Our Navy, 191 Joralemon St., Brooklyn, N. Y., pays \$3 each for acceptable cross-word puzzles pertaining in some manner to the navy. Use as many words relative to the navy as you can and as few abbreviations as possible. The announcement does not state whether unavailable puzzles will be returned.

The Vir Publishing Company, Philadelphia, has been purchased by the John C. Winston Company, 1006 Arch St., Philadelphia, book publishers.

Extra Money, 510 N. Dearborn St., Chicago, has been combined with *Blade & Ledger*, at the same address.

Town Tidings, 319 Main St., Buffalo, N. Y., offers a limited market for short, humorous, sophisticated articles of about 850 words, and short fiction in lengths slightly longer. Payment is at about 1 cent a word on publication.

Young People's Weekly, Elgin, Ill., uses each week several short items, 200 to 500 words, illustrated by drawings or photographs, pertaining to new inventions along household, farm, shop, or other lines, or old machines put to new uses. Payment is at 1/2 cent a word on acceptance, with allowance of \$1 each for drawings and \$1.50 each for photographs used.

All magazines published by Fiction House, Inc., 220 E. 42nd St., New York, are to be discontinued with the December issues. The magazines affected consist of *Lariat Story*, *Action Novels*, *Frontier Stories*, *Action Stories*, *Wings*, and *Aces*.

Discontinued

Astounding Stories, New York.

PRIZE CONTESTS

Americana, 1280 Lexington Ave., New York, announces that it will pay to the undergraduate in any American university sending in the best satiric contribution—drawing, essay, poem, or play—a prize of \$1000. Other entries may be purchased at space rates. No more than three contributions allowed per contestant. Closing date, March 10, 1933.

Touring Topics, 2601 S. Figueroa St., Los Angeles, offers prizes of \$25, \$15, and \$5 for the best photographs submitted before midnight, December 25, depicting outdoor scenes photographed in the thirteen southern counties of California. Photos must be at least 8 by 10 inches in size, and never before published.

The Ada Mohn Landis Prize Story contest, conducted by the National W. C. T. U. Headquarters, 1730 Chicago Ave., Evanston, Ill., closes April 1, 1933, instead of May 1, 1933, as stated in our February issue, when the contest was first announced. Prizes are in two groups: (1) Selections suitable for youths or adults, dealing with the effect of alcoholic liquor on human life, 800 to 1000 words, and (2) Selections suitable for children, on the value

of total abstinence, 250 to 600 words. In the first group the prizes are \$50, \$35, and \$25; in the second, \$25 and \$20. The W. C. T. U. reserves the right to purchase at 1/2 cent a word for adult and 1 cent a word for children, other entries not awarded prizes. Stories may be fiction or non-fiction, but must be based on fact. The name of writer must not appear on manuscript submitted but is to be enclosed in a sealed envelope bearing title of story. The results of the contest will be announced through *The Union Signal*, organ of the society.

Harper's Magazine, 49 E. 33rd St., New York, is conducting a prize essay contest open to all students in American colleges, universities, and normal schools where *Harper's* is used in classrooms. Closing date, April 1, 1933. The first prize is \$100; the second, \$50, and the third, \$25.

Young Americans, P. O. Box 84, New Castle, Pa., offers a series of prizes, from \$1 to \$100, for best original short-stories of from 800 to 2700 words, on any subject, with the juvenile "slant," submitted before December 17, 1932. Enclose stamped return envelope if unavailable stories are to be returned.

Fontenelle Features, Inc., a subsidiary of Radio Station KOIL, Omaha, Neb., desires several hundred 13-minute radio plays for syndication, according to a note received from the headquarters of the KOIL National Radio Play contest announced last month. Royalties of 50 per cent are to be paid to the authors of acceptable manuscripts. From the announcement, it would appear that a large share of these plays will be selected from entries to the play contest, which should be sent to John K. Crippen, contest manager, KOIL National Radio Play Contest, Norwood Park Station, Chicago. Further information may be obtained by addressing Mr. Crippen.

The Birmingham News-Age-Herald, Birmingham, Ala., conducts a contest for amateur writers within the territory covered by the newspaper. Each story not exceeding 3500 words published is paid for at a flat price of \$10. The rules require that clear carbon copies, not originals, must be submitted, and that no pen names be used. A statement that author has never before sold a story, and that the work is original, must accompany manuscript. The contest is conducted by Artemus Calloway.

The Aventine Press, 250 Park Ave., New York, in conjunction with *The Modern Thinker*, 33 W. 42nd St., New York, offers prizes of \$100, \$25, and \$15 for best essays of 3000 to 4000 words on the subject of "The Place of Herman Melville in American Literature." Closing date, January 1, 1933.

The Ladies' Home Journal, Philadelphia, is offering awards for the best 300-word letters on "The Essential Qualities of the Woman Leader," accompanied by lists of the twelve greatest American women leaders—living or dead—who have contributed most to American progress during the past century: The awards are \$100, \$50, \$10, and \$5, respectively. The contest closes December 15, 1932, and the awards will be announced on Christmas Eve, 1932. Entries should be addressed to Woman Leadership Editor, care of the *Ladies' Home Journal*.

Better Homes and Gardens, Des Moines, Ia., in its Home-Furnishing department, is offering prizes of \$100, \$50, \$25, and \$10, respectively, for "the best instances of improved rooms, as shown by photographs taken before and after the changes. Improvements made in any room will be considered, also samples of clever interior modeling, difficult treatments of walls, of floors and even rearrangements of suitable groupings of furniture." The contest ends December 21, 1932. Entries should be addressed to the Home-Furnishing Editor.

The Value of Literary Assistance

CAN BEST BE MEASURED IN SALES!



Norman A. Daniels

A telephone call which I received from a new magazine resulted in the sale of four stories by Norman A. Daniels, New Britain, Conn., within two weeks, recently—and a month before this magazine was announced in any trade journal.

When he started work with me a year ago this writer had not sold a line of fiction. We have since sold his work to five popular fiction magazines. Although he writes but in spare time, he is fast gaining a reputation by his repeated appearances in an increasing circle of markets.

The value of professional guidance to Mr. Daniels, conveyed in his own words, follows:

Sept. 15, 1932.

"I was pleased to have your letter mentioning the two additional acceptances by the new magazines so soon after receiving your check for the first two sold to them.

"It is only a few months ago since you sold the first story I ever wrote. Since then your coaching and your exceedingly helpful market tips have sold more stories for me than I ever dreamed I could sell.

"The inconsiderate fee that you charge is by far off-set by your clear, logical advice. And the promptness of your checks really amaze me."

Instead of blindly sending out manuscripts and wondering why they come back, why not avail yourself of professional guidance and turn out exactly the sort of stories editors are buying? Send me one or several manuscripts and I will render a candid report on their sales possibilities. I will undertake their negotiation if they are likely to sell. Or I will help you whip them into the most effective form through vigorous constructive criticism, revision and replot suggestions. There will be included up-to-the-minute market suggestions regarding your future production.

CONSIDER—The wasted time, effort and postage of unguided production and haphazard submission—and balance it against the negligible reading fee of 50c per thousand words, a minimum of \$2.00 on any manuscript, that I charge. (Special rates on material over 25,000 words). And remember that as soon as we reach a \$1,000 quota of sales for a client, all charges are dropped except the standard agency commission of 10% on American and 15% on foreign sales.

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other clients
which appeared
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ANSWERS TO SYNDICATE QUERIES

"The Legislature will meet for a six weeks' session January third. While the six or seven daily papers in the state will have their representatives there, and will cover the political activities in every way, there will be two or three hundred weekly papers in the state which will not carry a line except what they copy from the big dailies.

"Two years ago I conducted a column for one of the smaller weeklies, by working in the session, giving interesting news of the Legislature both from a political standpoint and from a human-interest view. This column proved to be highly popular with the readers of that one paper.

"This year, do you think it would be advisable for me to try a small syndicate system, mailing copy each week to the little papers which otherwise would receive no news of the session? What, in your estimation, would be a fair price to ask for the material, estimating that I furnish from a column to two columns a week?

"Should such material be copyrighted, and is there any Federal tax, any 'red tape,' to be undergone in starting such an undertaking? What do you think is the advisability of it?"—D. L.

SYNDICATED state capitol news letters to weekly papers are conducted successfully in a number of states. While the period during which the Legislature is in session may produce the events of greatest general interest, governmental and political happenings throughout the year amply justify a continuous feature. The subscriber whose letter is quoted has a professional connection which should add to his ability to handle a weekly column and increase the readers' interest in it.

We believe that D. L. may well try out his syndicate idea. From the state press association he can probably obtain a list of weekly newspapers. If this source is not available, let him obtain access to Dun's or Bradstreet's. A paper house, or other concern dealing with the publishers of the state, may be contacted for a mailing list.

The suggestion we would make with regard to prices is that the subscriber divide the state list into two groups by size of business, and try out a price of \$1.00 a release on the larger papers, 75c a column on the smaller ones, in each case offering service throughout the session at a lump sum (say \$5.00 to \$10.00, depending on number of releases). It would probably be good salesmanship to make an original offer only for service while the Legislature was in session. If the syndicate was successful, continuous service could then be offered. It would not be necessary to copyright the material. The line, "All Rights Reserved," while limited in the protection it affords, undoubtedly would be adequate, and the detail of copyrighting, and the cost, would be avoided. There is no Federal tax or other "red tape."

"Where may I obtain a list of newspapers published in each state, with their addresses and names of editors?"—W. R. B.

This subscriber, with a national following in pulp fiction, has been branching out with some success in the humorous article field. He wishes to test two syndicate ideas, brief material of 300 to 400 words, on a list of newspapers.

Each year in January, *Editor & Publisher*, Times Building, New York City, publishes an international directory of newspapers, with names of editor, managing editor, Sunday editor; circulation; and other information. Information at hand does not indicate

the price of this directory issue. Annual subscription, which includes it, is \$4.00. This is by far the best source of a mailing list for W. R. B.

N. W. Ayer & Son, Philadelphia, publishes each year Ayer's Newspaper Directory, too expensive to be bought by the average writer for mailing list purposes. It may be consulted in large libraries and newspaper offices.

LITERARY MARKET TIPS

IN THE TRADE, TECHNICAL AND CLASS JOURNAL FIELD

Home Ware, 1346 Chestnut St., Philadelphia, is in the market for articles describing ways in which other stores (department and shopping-center house furnishings) have put over successful promotions, new and novel types of merchandise for the home, and how it is being sold. Buyer-readers are those in the furniture, floor coverings, draperies, electric appliance, bedding, radio, house wares, kitchenware, and lamp departments. Six hundred to 1000 words is about the right length. Highest rates (1½ cents up) are paid for the "ghost-written" article, the one signed by the store manager or merchandise manager, but every such article must bear initialed approval of the person purported to have written it. Action photographs are in demand. These should be glossy prints, preferably with strong black and white contrasts, for which \$3 is paid. Should the picture be especially desirable, a higher rate will be paid. Out-and-out merchandising articles, unsigned by store buyer or executive, bring 1 cent a word. K. C. Clapp, managing editor, provided the above information, and states that payment for all material is made on or before the tenth of the month following acceptance.

Motor Freight, 431 S. Dearborn St., Chicago, will henceforth be published only six times a year.

Aviation, 330 W. 42d St., New York, using news features and technical articles on aviation, is now paying on publication.

The American Leader, 1610 W. 81st St., Chicago, Louis J. Thomas, editor, is a profusely illustrated tabloid newspaper (formerly a magazine) giving the news in pictures. It covers amusing and interesting things that happen, from Hollywood to Broadway. It features sports, serials, and short-stories, news happenings of the world—and many departments such as stamps, science, women's page, etc. Practically everything except the items in the departments must be accompanied by clear photographs. Rates paid are around ½ cent a word on publication, extra for pictures, according to value.

The New England Courier, Waterbury, Conn., bi-monthly, uses short stories of a home or rural-romance nature, poetry of the same theme, articles, illustrated or otherwise, 600 to 1600 words, on New England life and historical places. Rates are around ½ cent a word on publication, poetry 10 cents a line. It also carries various departments on collecting stamps, coins, etc., on books, insects, postcards and the like, for which it offers many small prizes.

Boxboard, 228 N. La Salle St., Chicago, has been merged with *Fibre Containers*, at the same address.

CAN YOU WRITE?

Our Students Sell Their Writings

"Horsepower Plus" in Sport Story for July and "Hangman's Twine" in Action Stories for the same month were written by H. S. M. Kemp, Prince Albert, Saskatchewan.

Una Roberts Lawrence, Kansas City, Mo., has written and had published nine textbooks and several hundred stories and articles, all within recent years.

Edward L. Tilton, New York, senior member of the architectural firm of Tilton and Githens, designers of many distinguished buildings in the United States and Canada, is the author of "Literary Planning and Design" in the Architectural Forum for June.

Nelle von der Hellen, Eagle Point, Oregon, has an article, "I Am a Rancher's Wife," in Ladies' Home Journal for August.

Pictorial Review for May contained "Heritage," a poem, by Francis Frost, Burlington, Vt.

Jean Cameron Agnew, Lafayette, Alabama, won first prize in the Alabama College Theatre Contest for 1932. Mrs. Agnew's former prize plays have recently been published by the Catholic Dramatic Movement, Briggsville, Wis.

A series of twelve articles by Rev. Edwin Smith, Warkworth, Ont., began in Canadian Boy (Toronto) in July.

Carolyn Towle, Walpole, Mass., is the author of many educational stories and articles appearing in the last six months in Children's Friend (Minneapolis, Minn.), Kindergarten-Primary Magazine (Manistee, Mich.), Journal of Education (Boston), and Boys and Girls (Nashville, Tenn.).

The junior stories of Maud C. Jackson, Lawrence, Kansas, continue in numbers and popularity in Story World (Philadelphia), Junior Joys (Kansas City), and Watchword (Dayton, Ohio).

Edna Kelley, Waco, Texas, who won the \$50 juvenile story prize contest conducted by The Writer (Boston), wrote "The Mexicans Go Home," appearing in The Southern Review (Dallas, Texas) for July.

The pupils of Dr. Esenwein and his staff are selling their work because they are taught to do so. One student has just won a prize in a contest held by Scribner's Magazine. The names of our students appear among the contributors of all magazines.

Many people are conscious of a longing to write, and inwardly feel that they have ability; yet they have never published anything and they simply do not know.

Some wish to write for the purpose of adding to income, but they cannot spend time or risk money without something definite to go on. Does this describe your case?

Meanwhile, as Time goes by, others exactly like you are with editorial guidance actually receiving substantial amounts from \$10 to \$100 simply for part-time contributions to magazines. Of course, you want to know whether your work shows signs of literary promise.

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The Motorcyclist, 706 Union League Bldg., Los Angeles, is announced by Howard B. Rose, editor. Formerly, this was *Western Motorcyclist* and *Bicyclist*. With the change in name, the magazine becomes national, the official organ of the American Motorcycle Association. "At the present time," writes Mr. Rose, "we need short shop kinks, with or without sketches. We could also use a few touring stories with photographs in which the motorcycle was the motive power. Might also use some short-short fiction with a motorcycle theme and plenty of action and adventure. Editors buy ideas, too, and I will certainly listen if anyone has a new idea for this publication. Rates are from 20 cents an inch up, on publication."

Food Trade News, 330 W. 42nd St., New York, has been announced by Topics Publishing Co., publishers of *Drug Trade News*. Modeled after the latter publication, *Food Trade News* will be a newspaper designed for manufacturers in the food industry. Correspondents are wanted to furnish news concerning the activities of manufacturers of food and grocery products. One cent a word is promised for all items used. Dan Rennick is managing editor.

Printing, 41 Park Row, New York, has written correspondents that, in order to avoid so many small checks, payment will, after November, be made every three months.

Automatic Heat will be published as a supplement to *Domestic Engineering*, 1900 Prairie Ave., Chicago. Early plans were to publish a paper to be called *Domestic Air Conditioning*, but recent developments in air conditioning equipment made it inseparable from heating problems. As applied to warm air heating projects, air conditioning material will appear in a special section of *American Artisan*, also published by the same company.

Road Homes, University Bldg., Syracuse, N. Y., is a new publication for owners of cabins and tourist homes. George F. Barthe, editor, writes: "We may be interested in travel stories provided the traveler is using cabins and tourist homes." He promises payment on publication at 1 cent a word.

Industrial Medicine, 844 Rush St., Chicago, announced in our November issue, should be queried on any contemplated stories, as the editor, Durward R. Jones, M.D., reports that all articles will be by assignment only, rates to be arranged in each case.

Furniture Age, 2239 Herndon St., Chicago, recently made a clean sweep of all material in its files. Said Editor Gary: "We have changed the size and style of our publication and decided to return all manuscripts in our files. In the future we will retain only what manuscripts we need for the next issue and return all others promptly. We believe in this manner we will have better material and help our contributors to market their manuscripts more satisfactorily." The next issue of *Furniture Age* will be on December 15, for which all material is lined up; the next following, on February 15, which issue will be devoted to a Spring Style Forecast.

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New England Grocer and Tradesman, 475 Main St., Cambridge, Mass., has been replaced by *New England Grocery & Market Magazine*.

Tourist Trade, 2457 E. Washington St., Indianapolis, listed in our November issue as *Tourist Travel*, "is purely a trade journal," according to E. N. Knowles, editor, who continues, "and should be listed in the trade field, as it is devoted entirely to aiding and enlightening the owners of cottage camps and resorts having cottages in their business of catering to the touring public. This accounts for my not being in the market for manuscripts at this time because the newness of the industry makes it impossible to find many writers familiar with the field."

Dairy World, 608 S. Dearborn St., Chicago, is particularly interested at this time in stories of new or remodeled dairy plants, articles on merchandising and reduced production costs of proven merit. Whenever possible, articles should be accompanied by photos or specimen advertisements. Payment is made promptly on publication, at 1 cent a word, photos at \$1 to \$3, and advertisements, at \$1. E. C. Ackerman, editor, warns contributors: "Get authority to publish article from owner or manager in writing."

Pit & Quarry, 538 S. Clark St., Chicago, formerly bi-weekly, has changed to monthly.

Battery & Ignition News, 47 W. 42nd St., New York, has suspended publication.

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